

The NATIONAL UNDERWRITER

Life Insurance Edition



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CHAS. E. BECKER, PRESIDENT

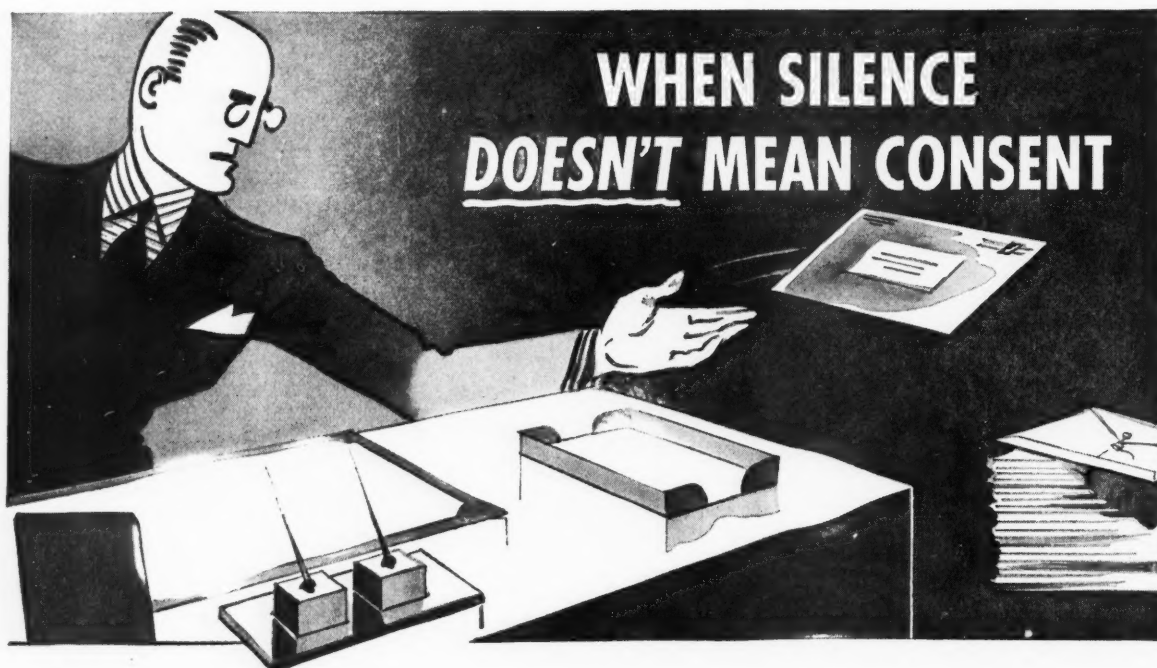
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FRIDAY, JANUARY 1, 1943



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The NATIONAL UNDERWRITER

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The NATIONAL UNDERWRITER

Forty-seventh Year—No. 1

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JANUARY 1, 1943

\$3.50 Year, 20 Cents a Copy

N. A. M. Issues Critique of TNEC Monographs

Manufacturers Association Charges Authors Desired Fascist Type State

NEW YORK—"Evidence of a deliberate design by many of the TNEC monograph authors to lay the groundwork for, and set forth the pattern of, government control of private activity along virtually Nazi and Fascist lines in the postwar world" is one of the things which the taxpayers received for \$750,000 of their money spent on the TNEC, according to Noel Sargent and John Scoville, who prepared an 800-page study of the 43 TNEC monographs under the sponsorship of the National Association of Manufacturers. W. P. Witherow, president of the manufacturers association, says that although statements and views expressed in the monographs have been declared "solely the responsibility of the authors," it "seems obvious that in future years the very fact of their publication at government expense and their submission to the TNEC will lead them to be regarded as expression of at least a semi-official governmental viewpoint, and to be quoted as just about 'final' authorities on disputed subjects," in a foreword to the study which is titled, "Fact and Fancy in the TNEC Monographs."

Section on Life Insurance

In the case of life insurance, the authors insert without change the criticism submitted to the TNEC by the executives of five life insurance companies, an analysis of the life insurance monographs by G. Wright Hoffman of the University of Pennsylvania in the "American Economic Review" of December, 1941, pointing out their weaknesses, and a letter submitted to Senator O'Mahoney by L. A. Lincoln, president of Metropolitan Life, following the survey made by WPA workers of industrial insurance in Boston.

While none of the monographs represent "conclusions" of the TNEC, it is apparent that several of them do represent the opinions and viewpoints of other governmental bodies, it is stated. Mr. Sargent is secretary of the manufacturers association and Mr. Scoville is chief statistician of Chrysler Corporation. Other things which taxpayers received in return for their money are: 43 monographs of highly uneven value, their exact merits or lack thereof being set forth in the study; several statistical and economic studies which provide real contributions to economic knowledge; several studies which are both harmless and valueless; a number of studies which contain glaring errors, inconsistencies, and inadequacies, which do no service to the TNEC, the public, or the authors; a number of studies which indicate such

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Report N. Y., Pa. Choices Made

Russell Wright Rumored Pink's Successor, Gregg Neel to Harrisburg

NEW YORK—Current reports emanating from usually reliable sources, point to Russell Wright, assemblyman from Jefferson county, as successor to Louis H. Pink as state superintendent of insurance when the latter retires to assume the presidency of Associated Hospital Service of New York at this year end.

The term of office of the superintendent is four years, and the annual salary \$12,000. The superintendent has the naming of the five deputy superintendents, all other employees of the office being under civil service regulations.

Mr. Wright, a resident of Watertown and a member of the law firm of Goss, Harter, Scanlon & Wright there, is 45. He was born at Three Mile Bay in 1897. He has been a member of the lower house since 1934, and for the past two years served as chairman of the joint insurance committee, succeeding Senator R. Foster Piper, now a supreme court judge. Assemblyman Wright was a member of the legislative committee that considered the since adopted revised standard fire policy, and also the legislation that resulted in the enactment of the automobile financial responsibility law, presiding at public hearings upon both questions at various centers throughout the state. He is reputed to have a sound understanding of basic insurance principles and practices, and possessed of a fine judicial mind, qualities that should aid greatly in administering the affairs of the insurance department.

SLATE NEEL IN PENNSYLVANIA

Gregg L. Neel, real estate man and local insurance agent of Pittsburgh, will be appointed insurance commissioner of Pennsylvania by Governor-elect Martin, the Pittsburgh "Post-Gazette" asserts. Mr. Neel was formerly secretary of the Republican county committee and managed the Martin primary campaign in Allegheny county. In that territory Martin had a lead of 51 votes over James J. Davis which was regarded as a great triumph. The governor-elect and Mr. Neel both attended Waynesburg College and have been close friends since that time.

In the insurance field Mr. Neel is listed as representing Girard Fire & Marine, Springfield Fire & Marine and Standard Accident.

Ralph H. Alexander is now the Pennsylvania commissioner.

Cullimore New Idaho Director

Governor-elect Bottolfson of Idaho has announced the appointment of Howard M. Cullimore of Rexburg as insurance commissioner, succeeding Joel Jenifer. Mr. Cullimore is a local agent, being licensed for General of Seattle, General Casualty of Seattle, Oregon

Sales Pickup in December Reported

Gains Over November Total—General Agents Becoming Optimistic

December ordinary life sales showed considerable improvement over November according to preliminary indications, although the total did not come near the unusually high volume of business put on the books in December, 1941, as a result of the war clause changes.

There is a marked spirit of optimism among general agents and managers, a number of them feeling that the long looked-for up-turn has arrived, while others are hesitant about getting their hopes too high. Pension trust business has aided December production but has not been entirely responsible for the reported increase as much of the pension business written will not be issued until January.

Better Per Man Average

Many agencies are now doing a better per man volume than a year ago, although the loss of men to the armed services and war industries has cut into total volume. Good prospective agents are at a premium and although a number of general agents are not easing up on recruiting they are facing the situation realistically and are putting more emphasis on increasing their per man average volume. The big problem has been to get agents out of their routine methods and to redirect their prospecting to follow the flow of money. Agents who have been able to do this are producing satisfactorily.

Favorable Factors

There are a number of factors which appear to have a favorable influence on sales. The uncertainty about the tax bill and the draft status of older men has been removed and people are becoming mentally adjusted to the war situation. Despite drastic changes in the national economy the continued need for life insurance is recognized.

The pension trust business, although written by a comparatively few agents, has had a stimulating effect. Agents are also alert to the possibilities of selling employers on the idea of buying life insurance for employees in lieu of salary raises, the article on that subject in the Dec. 25 issue of The National Underwriter being widely used. The sales possibilities in using the idea were demonstrated by the report of one Chicago agent who has already lined up \$50,000 in business and another who brought in a check this week for \$8,100 as the first premium for a group of 10 pay life policies bought by an employer.

Mutual Fire, Dubuque F. & M., Merchants Fire of Denver and Beneficial Life.

FRAIZER RENAMED IN NEB.

LINCOLN—Cecil C. Fraizer has been reappointed insurance director of Nebraska by Governor Griswold. He had the strong support of the insurance interests of the state.

Study Report on English Insurance Manpower Question

Kennet Committee Recommendations Arouse Much Interest in U. S.

Copies of the report of the Kennet committee in England on manpower in banking and allied businesses, in ordinary insurance and in industrial insurance, have now reached this country and are being studied with particular interest because in so many courses related to the war effort we have been following the British lead. The Kennet committee was appointed to ascertain what practical measures can still be taken to secure the greatest possible release of manpower in the sphere of banking, including investment trusts, finance and discount houses, stock exchange businesses, in ordinary insurance, by which is meant all forms of insurance except industrial life insurance, and in industrial insurance.

The most radical conclusion of the committee and the one that has, to judge from the comments of the British insurance periodicals, created consternation is that there should be eliminated manpower that is employed in stimulating the growth of wholly new insurance business other than industrial or weekly premium business. Some, though perhaps not a great deal of manpower, according to the committee, is so engaged and this is probably confined in the main to life business. The committee states that although it is desirable that the facility for effecting life insurance should be available to the public there does not appear to be any need for the creation and maintenance by advertisement or salesmanship of a public appetite for insurance of this class. The committee expresses the opinion that the offices doing this class of business should take steps which will result in the elimination from their personnel of those who are engaged wholly or for a substantial part of their time in the quest for new business. "If this is done," the committee states, "we think this aspect of the problem will have been suitably solved. If not, it may be necessary to introduce some measure of compulsion in order to secure this result."

Transfer of Insurance

Then the committee goes on to say that there is personnel engaged in work involved by transfer of existing insurance from one insurer to another "in circumstances where the change does not result in any material improvement of the position of the assured." Many of the insurers, the committee states, have recognized this by the adoption of a self-denying ordinance whereby they declare an intention not to encourage

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That Life Insurance Has Gone to War Is Shown by 1942 Record

By CLARENCE C. KLOCKSIN

American life insurance has gone to war. This is more than a mere assertion; it is a story that can be told.

In every phase of the colossal struggle, in manpower contributions and in capital outlays, and on every front, home and abroad, life insurance is helping to wage relentless combat on the forces of militarism and oppression. It is virtually staking its economic and moral resources in order to preserve the freedom, the liberty and security of democratic peoples.

Life insurance companies at the close of the year held nearly \$10,000,000,000 of U. S. government securities, or nearly 10 percent of the government's outstanding debt. Twenty-eight per cent of the total assets of the companies are so invested, and the percentage held is rising month by month.

At the end of the year, the companies had approximately \$11,500,000,000 invested in corporate securities, the major portion of whose output has been diverted or converted to the war effort. Of this sum, \$5,500,000,000 is invested in public utilities and \$3,500,000,000 in railroad and other transportation systems. In numerous other ways, life insurance funds are flowing into the country's vital industries.

War Bond Sales by Agents

During the past year, the nation's life underwriters, in an extensive and inspiring campaign, sold or pledged \$2,225,000,000 of war bonds. This patriotic and unselfish contribution to the war effort on their part has won the country's appreciation and respect.

Regardless of heavy drains upon their manpower and the virtual elimination from solicitation of the military age groups, the life underwriters placed in excess of \$12,000,000,000 of new business on the books of the companies. This is a decrease of less than a billion from the 1941 production, and when the year's figures are compiled, they will show that a higher average per capita production was achieved last year than in any one of the past ten years.

Of much encouragement was the favorable persistency rate. Instead of lapses and cash surrenders going up, as some had anticipated, the termination rate on these accounts actually declined. Many considered this one of the best results of the year.

Total life insurance in force at the year-end will come very close to \$130,000,000,000, representing an increase of nearly \$6,000,000,000 over 1941. Total assets of the companies gained \$2,200,000,000 for the year, reaching a new high of \$34,750,000,000. Payments to policyholders, beneficiaries and annuitants for the year were approximately \$2,400,000,000, about equal to the 1941 disbursements. Of this sum \$1,400,000,000 was paid to living contract holders. Altogether, the figures of the year reflect steady progress and added strength.

National Service Life Insurance

Paralleling the substantial placements on civilian lives, it is estimated the government at the year-end had issued in the vicinity of \$35,000,000,000 of National Service Life Insurance on the lives of members of the armed forces. Definite figures will not be available until some time after the first of the year. There remains in force also nearly \$3,000,000,000 of war risk insurance issued during the first world war. If there were any who thought that America was not life insurance conscious, the tremendous totals of private and public coverage should dispel the thought.

While the government is spending enormous sums to finance the war, the

people are accumulating savings at a rate never before possible. Last year, they purchased approximately \$10,000,000,000 of war bonds and stamps. It is estimated this sum will be doubled in 1943. If that is done, there will still be in their hands several billions of unspendable or ready money for other savings, including new life insurance. Not alone the vastness, but also the spread of such holdings among the masses of the people, augurs well for their future safety and security.

Events in Washington

With the country at war, practically all proposals in the Congress last year related to the prosecution of the world conflict.

Early last year, the United States Treasury put before Congress its recommendations for amendments and additions to the revenue act, and it was late in October before the bulky measure became law. It carried the heaviest levies in American history.

Of particular interest in the revenue bill were the amendments relating to the tax on life insurance companies. Following a series of conferences with Treasury tax experts and the staff on the joint committee on internal revenue, the tax committees of the Association of Life Insurance Presidents and the American Life Convention obtained a satisfactory compromise under which the company taxes will be determined through the application of a formula allowing a percentage deduction of their annual investment income, the amount of remaining net taxable income being computed at the normal and surtax rates in effect for corporations generally. As finally approved, the tax agreed on met objection from no company so far as is known.

In the revenue bill were a number of proposals of primary concern to the life underwriters, some of which were supported and some opposed. The legislative committee of the National Association of Life Underwriters was in attendance at the hearings before the Congressional committees and otherwise gave close attention to matters of interest to the field forces.

Serious Disappointment

A serious disappointment to the underwriters was the elimination of the \$40,000 life insurance proceeds exemption from the estate tax. It was a result the Treasury had sought for some time. Instead, it proposed, and Congress passed, an exemption of \$60,000 of general property to replace the old exemptions of \$40,000 general property and \$40,000 of life insurance. The issue, however, is not permanently settled, for a counterplan of exempting certain life insurance proceeds from the estate tax is in the development stages and will be ready for presentation in the 1943 revenue bill.

Perhaps the greatest amount of study by the tax committees of Congress was given to the amendment to section 165 of the revenue act, relating to pension trusts and profit-sharing plans. The Treasury's original proposals were very restrictive, and for a while it looked serious for the future of pension trusts. A thorough study of the subject, however, under the direction of a subcommittee of the Senate finance committee resulted in a reasonable and workable revision of the law. The changes adopted cannot be set out in detail, but in passing it may be said that the amended law will encourage the establishment of pension plans by any employer who wants an honest retirement system for his employees and not a plan essentially for tax avoidance. The regulations soon to be issued are expected to clarify the con-

ditions under which fair and reasonably workable retirement plans may qualify, and employers be allowed tax credits or deductions.

Victory Tax

In the adoption of the Victory tax, Congress for the first time has approved a deduction or credit on account of life insurance premiums paid by an indi-



CLARENCE C. KLOCKSIN
Legislative Counsel, Northwestern
Mutual Life

vidual policyholder in the determination of his tax. In addition to life insurance premiums, deductions may be taken for government bond purchases and debt payments. The credit on account of any or all of the above items for a married man is 40 per cent of the amount of the Victory tax with a maximum credit of \$1,000, and for a single man 25 per cent of the tax and a maximum credit of \$500.

The extent to which life insurance premiums will be deducted under the Victory tax remains to be seen, but now that Congress has recognized the principle of such deduction, opportunity will be afforded in future revenue revisions to enlarge upon the credit for life insurance premiums. Without doubt, an attempt of this kind will be made this winter, when Congress takes up the next tax bill.

Introduction in Congress of administration proposals calling for broad expansion of the social security act has been delayed because the committees having jurisdiction of such legislation have been occupied almost continuously with tax revision.

The recommendations of the Social Security Board have been ready for some time. They include proposals to broaden the coverage under the existing law so as to include agricultural labor, domestic servants and certain professional workers, to increase the pay roll taxes for the old age and survivors' insurance, and to correspondingly increase the benefits to workers retiring thereunder. Also included are the board's plan to provide health and disability coverage and to federalize state unemployment compensation systems.

While the social security program was not introduced in Congress, a measure resembling it was introduced last fall by Representative Eliot of Massachusetts, a former general counsel of the board. The Eliot bill was sponsored by the American Federation of Labor. It made no progress in Congress and died at adjournment.

A rather significant action by Con-

gress was its approval of the Vandenberg amendment freezing the pay roll taxes for the old age and survivors' insurance for the year 1943 at 1 per cent. The rate otherwise would have risen to 2 per cent.

If the Social Security Board's recommendations are introduced this winter, it is doubtful whether the committees will have sufficient time in which to take them up. Moreover, it is believed a majority of the Congress is opposed to any substantial revision of the law for the duration of the war.

It was an off-year for state legislatures, and only a handful were in session. A few proposals inimical to life insurance were introduced, but none was enacted into law. All legislatures, except six, are due to convene in January, 1943. Of chief concern as the sessions start will be the question of whether relief can be obtained from the unusually high premium tax adopted in Oklahoma in 1941.

Insurance Commissioners

At no time in the past decade have the business and affairs of the National Association of Insurance Commissioners been conducted so efficiently as during the past year. Most of the heavy work was done by committees previous to the regularly held meetings. The experts on valuations, on nonforfeiture values and annual statement blanks did the spade work, as was the case with many others, so that the road was well laid out when the entire body went into session.

A fine example of the effective operation of the commissioners' group was the adoption recently of the important report on nonforfeiture values and related matters. Special committees had given long study to the subject. The way is now open to state legislatures to put the model legislation on the statute books.

A tribute is due President John Sharp Williams of Mississippi and Executive Committee Chairman John A. Lloyd of Ohio for a very able and businesslike administration of the Commissioners' affairs.

Institute for Life Insurance

A very busy year of activities was reported by President Holgar Johnson of the Institute of Life Insurance at its recent annual meeting.

Year by year, the institute is expanding its service of imparting to the public needful and useful information about life insurance. Its activities have helped clear away misconceptions in the public mind about a business that admittedly has many technical features. An outstanding service by the institute has been its nationally conducted "Keep Well Crusade."

In order to assist the government in the present emergency, there was formed last year a life insurance coordinating committee. The membership of the committee was selected from the Association of Life Insurance Presidents, American Life Convention, Institute of Life Insurance, National Association of Life Underwriters, and the Life Insurance Sales Research Bureau. The committee has been in touch with the Treasury and other federal agencies, and it is expected that the contacts established by it will be mutually helpful to the government and the life insurance industry.

The influences affecting sales of life insurance are numerous and are difficult to evaluate.

The marked decline in agency manpower, which began last year, is expected to continue, but, contrary to some

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Companies Easing Standards Regarding Medical Examiners

Trend Is to Permit Any Good Doctor to Do Work

NEW YORK—Because of the large number of doctors who are serving in the armed forces many of the companies now permit any good doctor in the community to examine applicants for insurance and do not require that the examination be made by their medical examiner if he is unavailable for any reason. The doctor is checked through an inspection report, by means of the accepted list of the American Medical Association, and through recommendation of the medical examiner and agent.

Checking Medical History Difficult

The shortage of doctors has made it difficult to check with the physician should the applicant have received medical advice within the past five years. A liberal policy is being pursued in this respect and unless there appears to be definite evidence that would make the applicant an undesirable risk, he is accepted. For example, if a woman applicant indicated that she had received a Wasserman test, the company would want to know whether this was a routine matter which was taken before marriage as is required in some states or whether the presence of syphilis was suspected. The agent has an added responsibility to give any pertinent information he has regarding the case when submitting the application.

Although the average age of doctors has increased because many younger doctors have gone to war, medical men do not feel that there has been any relaxation in the average quality of insurance examinations. Some of the older doctors who have come out of retirement to resume practice may have lost part of their skill but any such deficiency is offset by the absence of younger inexperienced physicians who often used life insurance examining as a means of making extra money while building up their practices.

Variations in State Requirements

There are a few cases where examinations made by refugee doctors who have established practices in this country have been unsatisfactory. The alien doctor who has a degree from any foreign university often carries considerable weight with the public simply because of this, whereas, in general, European medical standards do not come up to American standards. Practice varies considerably among the states in permitting doctors who have had European training to re-enter their profession in this country. One state may have very rigid requirements while another may be very liberal in its qualifications for resuming medical practice.

The shortage is being felt mostly in the smaller cities and in rural communities.

W. H. Francis Southland Director

W. H. Francis, retired general attorney and vice-president of Magnolia Petroleum Company, has been elected a director of Southland Life.

Cocanut Grove Claims

Provident Mutual Life has received claims totaling \$16,000 on account of policyholders lost in the Cocanut Grove fire in Boston.

F. F. Leith Now President of Peoples Life, D. C.

Announcement is made of the advancement of Vice-president F. F. Leith of Peoples Life of Washington, D. C., to the presidency. He succeeds W. Wallace Chiswell, founder, who has now



F. F. LEITH

been made chairman. Mrs. Harvey Chiswell Byers, formerly secretary-treasurer, has been elected secretary to the board. The office left vacant by Mrs. Byers has been filled by Samuel W. Hauser, formerly assistant secretary.

Mr. Leith is president of the Industrial Insurers Conference, a past president of the Optimist Club and a past master of his Masonic Lodge. He be-

Metropolitan Life Makes Several New Appointments

NEW YORK—Metropolitan Life announces these appointments:

Herbert L. Rhoades, to be personnel officer; George V. Brady, promoted from assistant actuary and assistant manager of the Canadian head office in Ottawa, to be associate actuary and assistant general manager, Canadian head office; Eugene A. Schmidt, Jr., and Gilbert Stanley, assistant treasurers; Herbert J. Stark and Charles A. Siegfried, assistant actuaries, and William J. Barrett, assistant secretary.

Mr. Rhoades was graduated from Cornell College of Iowa in 1914, and received his A. M. degree from Columbia University, and during 1916-1917 did graduate work at the New York School of Social Work, and took courses at the Sorbonne, in Paris.

Mr. Rhoades joined Metropolitan in 1919, after having taught for a time in the Bloomington, Ill., high school. From then until 1924, when he was appointed to the staff of the personnel division, Mr. Rhoades held various industrial research positions. In 1928 he was appointed assistant to the personnel officer. As personnel officer he succeeds the late William J. Harper.

A sergeant in the medical corps during the former war and one of the group who met in Paris to form the American Legion, Mr. Rhoades has always displayed the keenest interest in the work of that organization, and especially in that of Metropolitan Post.

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gan his service with the company as an agent in 1914. He was made claim adjuster in 1914 and became vice-president in 1926. Mrs. Leith is a sister of W. W. Chiswell and of Mrs. Byers.

Selling Changes Should Improve Business in 1943

W. C. Schuppel, Head of A. L. C., Views Potentialities of New Year

In commenting on the business outlook for 1943, W. C. Schuppel, executive vice-president of Oregon Mutual Life and president of the American Life Convention, predicted that life insurance will continue to be a fundamental factor in the war emergency, and that 1943 will produce changes in life insurance selling



W. C. SCHUPPEL

that will result in month to month increases compared with the decline through 1942.

While the sale of new life insurance slumped somewhat in 1942, due largely to the fact that almost 30 percent of life agents are now serving in the armed forces or in war industries, he said, the war has brought a new appreciation of life insurance and there has been a decided drop in the lapse ratio as compared with former years. Consequently there likely will be a net increase in the amount of life insurance in force when the final figures for 1942 become available.

New Business Should Gain

Early in 1943 there will develop a definite change in life insurance sales, Mr. Schuppel stated, and this should produce gains in new business written and paid for. The only possible bar to this is that the War Manpower Commission in its endeavor to solve the personnel problems of the nation may lose sight of the essential nature of the life insurance agent's place in the national economy. Washington is not unmindful of the big part that the life insurance industry has played in financing the war effort and realizes life insurance is the first line of defense against uncurbed inflation, but some persons close to the President apparently do not realize that life insurance must be sold by personal contact.

Present indications are, he said, that national income in 1943 may range from \$140,000,000,000 to \$150,000,000,000 and aside from winning the war the country's chief problem will be to see that surplus dollars are siphoned from the channels of inflation with its attendant evils and are placed in savings for proper use after the war is won. The federal commerce department has estimated that

Appreciation

One of our underwriters in New York received from a policyholder a letter reading:

"The check arrived this month on the dot. If a fellow's foresight were as good as his hindsight, how comfortable he could be in his old age. The man who invented (these policies) had a grand idea, and all those who came after him and implemented his idea and are carrying it along did and are doing a beneficent job. I often wonder if insurance men look after themselves as well as they take care of their clients, or do they give themselves the kind of treatment that the shoemaker's children get."

And a Philadelphia underwriter heard from a client: "It is with great appreciation that I am writing to thank you for all your time and thought which you have given me and my insurance problems. I really do not know what I could do or would have done without you and your help."

This sort of expressed appreciation is heart-warming to underwriters who perform regularly a series of time-taking services to policyholders and beneficiaries, often far beyond expectation.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

individual savings in 1942 reached the unprecedented total of \$26,000,000,000, more than twice the total for 1941 and more than three times as great as 1940. Despite the greatly increased income and other taxes, it is probable that the grand total of surplus dollars in 1943 will surpass those of any year in the history.

Insurance and War Bond Formula

Life insurance and war bonds form the ideal way of meeting the threatening danger of inflation, Mr. Schuppel asserted. Every man and woman with a personal income should place at least 25 percent of it in some form of saving. A fine formula, he suggested, would be 12½ percent in war bonds, and an equal amount in life insurance or some other sound savings plan. Life insurance is one form of savings that does not come into conflict with the campaign to sell war bonds to the public since practically every dollar of premium today goes into government securities. Life companies now have almost \$10,000,000,000 invested in government bonds.

This will not be an easy year, Mr. Schuppel warned. Faced with greatly increased taxes, a shortage of manpower, new controls and restrictions on freedom of operation, the individual American business man as well as corporations and industry in general will face perhaps the toughest year that has ever confronted them. They will be called on to make many new adjustments and sacrifices as their contribution to the war effort.

The measure of happiness that the men and women of America will enjoy during 1943 will be gauged largely by how they perform the duties of their respective jobs, he said.

Research Director for Insurance Economics Society

Gerhard Hirschfeld, research expert, statistician and writer on economic topics, has been appointed research director of the Insurance Economics Society, it is announced by Harold R. Gordon, managing director.

For more than 12 years Mr. Hirschfeld has written on economic and social problems for "Barron's," "Annalist," New York "Journal of Commerce," "Vanity Fair," and other publications.

Out of his research experience he developed in 1933 an information service called "Facts" and later on a special service for newspaper editors called "Editors' Service." For two years beginning in 1936 he was employed by Henry R. Luce of "Time" magazine in a special research capacity, and in 1938 he assumed a research assignment with the Phelps-Dodge Corporation. The past year he has served as research editor for the Spectator Company, and for ten years previously he was a regular contributor, writing on life insurance topics.

As research director of the Insurance Economics Society, Mr. Hirschfeld will begin a series of studies on the accident and health business and its relation to social security programs, and will make detailed studies of the social security act.

Dominion Life Detroit Branch Holds Celebration

DETROIT—Celebrating the close of the best year in its history, the Detroit branch of Dominion Life entertained 50 guests at a banquet. Frank W. Simpson, branch manager, was host and toastmaster. Full-time agents, their wives, office personnel, brokers and close associates made up the group.

Speakers included S. C. McKenzie, superintendent of agencies, who represented the head office; A. C. Palmer, R. & R. Service; Judge J. J. Maher of recorder's court; Moe Leiter, leading U. S. producer and second largest producer of the company; T. S. Malone, second largest U. S. producer, and other agency members.

The Detroit branch led the company again in 1942 as it has for several years.

Mendes, Slattery and Ross Advanced by Guardian Life; Lyons Employed

Guardian Life announces that Assistant Superintendent of Agencies George L. Mendes and Agency Secretary John C. Slattery have become agency directors; Assistant Secretary D. A. Ross is made financial secretary, and Daniel J. Lyons, who has been chief assistant actuary of the New Jersey department, joins the company as assistant actuary.

Mr. Lyons graduated from Harvard in 1926. From then until 1934 he was in company actuarial work and for the past eight years has been with the New Jersey department. He is a fellow of the Actuarial Society of America, American Institute of Actuaries, and Casualty Actuarial Society and is a member of the educational committee of the Casualty Actuarial Society and of the joint examination committee of the Actuarial Society and American Institute.

Mr. Mendes has been assistant superintendent of agencies since 1936. Joining Guardian as an agent in New York City in 1931, he became a member of the home office staff in 1935 when he was appointed agency assistant.

Mr. Slattery joined Guardian in 1926 as publicity manager after a number of years on New York City newspapers. In recent years, his duties have been ex-

panded to include more extensive participation in agency direction and in 1940 he was appointed agency secretary.

Mr. Ross joined Guardian in 1928 as a member of the investment department. After serving as an executive assistant in that department, he was appointed assistant secretary in 1936.

Canadian 1942 Life Sales Will Exceed \$500,000,000

TORONTO—With sales of new ordinary life insurance in Canada and Newfoundland for November reaching \$52,042,000 and showing a substantial gain over the same month in 1941, indications are that sales of ordinary life insurance in the Dominion for the year may run from \$535,000,000 to \$540,000,000.

Up to the end of November according to the Canadian Life Insurance Officers Association, sales of new ordinary in Canada totalled \$489,246,000. It is assumed that the December figure will be close to \$50,000,000, which figure was exceeded in October and November.

Big Pension Trust Plan for Lockheed

LOS ANGELES—One of the largest pension trusts ever written now is being installed in the plants of the Lockheed Aircraft Corporation, Vega Aircraft Corporation and Lockheed Air Terminals, involving approximately \$10,000,000 life insurance and covering 3,000 employees of the three firms, all owned by Lockheed Aircraft.

Mutual Benefit Life is the carrier, the business being negotiated with Lockheed by Towers, Perrin, Forster & Crosby, of Philadelphia. Murrell Bros. of Los Angeles are the general agents credited with the line.

Employees having a year of service with the companies as of Dec. 1 and earning in excess of \$3,000 per year are eligible for participation. The Lockheed first-year contribution to the plan totals \$1,125,000 and the contribution of the employees will total \$187,500.

Commissioner Viehmann Hurt

Commissioner Viehmann of Indiana is confined to his home by injuries suffered in a fall on the ice. Several ribs were broken.

Frank Julian Is Expected to Be Reappointed

BIRMINGHAM, ALA.—Frank N. Julian is a sure shot to continue as Alabama insurance superintendent when Chauncey Sparks takes oath as governor in January, it is believed. This will not be surprising to insurance interests, since he is almost a fixture in the office, having held it under four governors, although all terms were not consecutive. No other applicant for the post has been approved.

"Uncle Frank" is past president of the National Association of Insurance Commissioners and has hardly missed one of its conventions in 20 years. Prior to his present term as state superintendent, he was president of Bankers Fire & Marine of Birmingham.

Superintendent Julian was a country editor in his younger days, but early became interested in politics and served as secretary of the state constitutional convention in 1900. His ability and humor as a story teller and after-dinner speaker are well known.

Both the Alabama and the Birmingham Association of Insurance Agents have requested the new governor to reappoint him superintendent.

Guertin Plan Bills in Minn.

ST. PAUL—Two bills designed to bring about the adoption of the Guertin plan in Minnesota are now in preparation and will be introduced early in the 1943 legislative session, with favorable chances of passage, sponsors say. These bills will cover the non-forfeiture and valuation features. An aviation exclusion bill is also being prepared and its backers hope to get this through also. A bill passed two years ago was declared invalid by the supreme court because of an engrossing error.

Cleveland Again Winner

For the fourth successive year the Cleveland agency of Ohio State Life, Carl Adams, manager, has won the President's Victory Trophy in the campaign in honor of President Claris Adams. It will be formally presented to the Cleveland agency by President Adams at a dinner in Cleveland next month. The Columbus agency was second, followed by Uniontown, Pa., Huntington, W. Va., and Harrisburg, Pa.

Twelve agencies will receive stands of American colors, 47 field men will receive distinguished service awards, and many also will receive war bonds or stamps.



Safe!

AMERICAN NATIONAL
INSURANCE CO.
GALVESTON, TEXAS
W. L. MOODY, JR.,
PRESIDENT

★

Much Time Is Saved in Reporting Civil Relief Act Policies

**Monthly Accounting to
Government No Longer
Required; Other Short Cuts**

NEW YORK—The new basis for making out records and reports for policies under the soldiers and sailors civil relief act is proving quite a help to overworked home office personnel. As more and more men have gone into the armed forces this work has increased so that in many companies a new division has had to be set up.

Under the original act each company had to report every month on every policy whose owner was taking advantage of the act's provisions. The government then issued to it a certificate for each month. This requirement involved a great deal of record-keeping. Under the amended act these monthly reports are not required. After a policy is once approved and reported it rides along on a loan basis until time for settlement comes. While the new basis applies automatically only to policies reported for approval after the effective date of the act, the new law also contains a provision for transferring policies previously reported to the new basis if the company wishes to do so. A procedure is specified which involves surrendering of the old certificates received from the government and from then on the policies need not be reported on until settlement time.

Though of less importance individually, other developments in time-saving are being instituted which in the aggregate help out considerably in getting work done with depleted staffs. More use is being made of brief longhand notes which save the time of the sender and eliminate the need of a stenographer. The system is particularly useful in replying to interoffice memoranda. The recipient can frequently reply by just writing "yes" or "no" at the bottom of the memo or if he has to write a message he can pencil it on the back of the communication. Most of the time there is no reason for the recipient's filing these memos. Nevertheless under normal peacetime procedure the reply would be typed, it would even if brief, be longer than a penciled notation, and a carbon copy would be filed.

So far it has not been necessary to resort to a two-shift basis to make the greatest use of office equipment but longer hours for machines are made possible by staggering the working hours of the staff. By having some employees arrive an hour earlier and others an hour later than the usual starting time there is a gain of an hour at the beginning of the day and another hour at the end, besides the advantage of having the machines used right through the noon hour.

Spokane Group Names McGlade

The General Agents & Managers Life Insurance Club of Spokane, at its annual meeting elected the following officers: Grant McGlade, president, California-Western States Life; Edwin M. Wolfe, vice-president, Prudential; Karl K. Krogue, secretary-treasurer, Business Men's Assurance; and trustees, George Marsh, New York Life, and Roy Phillips, Occidental of California. Carry-over trustees are Fremont L. South, Sun Life of Canada, and Joy Williams, Lincoln National Life. T. A. L. Thompson, Oregon Mutual Life, is the retiring president.

Hartford Head



GLEN B. DORR

Glen B. Dorr of Northwestern Mutual Life has been elected president of the General Agents & Managers Association of Hartford. John G. Havens, Lincoln National Life, is secretary. Mr. Dorr is a former president of the Life Underwriters Association of New York City.

Railroads Are Retiring Obligations; Holdings by Life Companies Decline

NEW YORK—Within recent weeks a number of the railroads have given indications that they are going to use more and more of their net profits to retire their obligations. So far, the trend has not had an appreciable effect on life insurance company holdings of railroad securities, but it has strengthened the railroad investment picture. The analysis of life company investments made by the Life Presidents Association shows that companies are lightening their railroad holdings. Railroad securities as a percentage of life company assets have fallen steadily. The peak passed \$3,030,000,000 in 1937. The decline percentage since has been marked, dropping from 12.6 percent in that year to 10 percent in 1941 and to an estimated 9 percent at the end of this year.

In addition to the increase in business which the railroads have enjoyed, the fact that the government permits them to buy their securities at a discount without being obliged to pay income tax on the difference to face value has also been a factor in retiring indebtedness.

While the railroad picture is regarded as the healthiest since perhaps 1929, the future outlook is not believed to be encouraging, from the standpoint of investment by the companies. Labor's demand for a 30 percent increase in wages and the government's request to rescind the rate increase granted earlier in the year are currently unfavorable factors.

Two Trustees to Be Named

NEW YORK—Election of trustees to the National Association of Life Underwriters Board to succeed Homer L. Rogers, manager of Equitable Society at Indianapolis, who died Dec. 17, and W. Rankin Furey, general agent of Berkshire Life at Pittsburgh, who goes to his home office as director of agencies will be held either at the midyear meeting of the board or by mail. It has not yet been decided which course will be followed.

L.O.M.A. Proceedings

The 1942 annual printed proceedings of the Life Office Management Association are now being distributed to members. These proceedings contain approximately 275 pages and are in bound form.

NOW --- PARTICIPATING, TOO!

WITH policies available under both Participating and Non-Participating Plans, Pan-American Fieldmen now render a broader life insurance service.

Pan-American policies fit every need for life insurance and are geared to meet all of the desires and preferences of prospects and clients.

In addition, the Pan-American offers:

A Most Liberal Agency Contract . . . A Recruiting Plan and Special Training for New Fieldmen . . . A new System Relieving General Agents from Agency Accounting . . . Attractive and Effective Sales Aids . . . Adequate Financing . . . Prospects for Insurance furnished through a Proven System.

Correspondence invited with men not presently connected.

Address: Charles J. Mesman, Superintendent of Agencies

**PAN-AMERICAN LIFE
INSURANCE COMPANY
NEW ORLEANS, LOUISIANA**

Crawford H. Ellis
President

Edward G. Simmons
Executive Vice-President

Prospecting Pleasant Work

Agent Can Have Fun, Pursue Hobbies
and Meet Many Interesting People

By E. L. ALLISON, C.L.U., Tulsa

All over my town, and probably all up and down the country, agents are sitting around complaining that business is bad; increased income taxes, pressure to buy war bonds, increased living costs, threatened inflation and what not—make it impossible to write new life insurance. Agents are wearing out their hearts, their shoe leather and using up their rationed gasoline trying to sell package insurance to the swing-shift workers or the workers on some other shift out at the local munitions plant.

And all the time, new people are making important money, old friends and acquaintances are in the money again and insurance is being bought for business and personal uses. It's largely a question of prospecting, which is now, as always, the most important phase of the marketing process.

In all probability, any mature agent with a reasonable percentage of clients under age 65 can make a living of sorts, without broadening the base of his clientele very much, but if the business is to stay healthy and if any marginal income is desired, some new blood must be fed into the list of prospects and clients. Many of my old clients are feeling the pinch; their buying days are probably over. They need service and I expect to give it to them, to the limit of my time and ability, but I want new people to contribute new premium income—don't you?

Nose for News

If an agent likes his fellow man (and if he doesn't, he should hunt some other business), he has half of what it takes to prospect easily and successfully. If he also has a nose for news, then he has the other half. Like a good reporter, he will smell out new situations and new prospects, and have fun doing it.

Consider the case of Mr. K. Agent worked on chamber of commerce financial campaign; there met Mr. K., a rather substantial and fairly hard-boiled corporation executive. They spoke the same language; after the campaign, agent called on K, who apparently had been waiting for some competent agent to come along, as he was vulnerable. They did business; subsequently K. introduces agent to six or seven associates and additional business resulted.

Then take the case of Mr. D. Agent attended dinner given by technical group. Happened to sit with W who turned out to be a pleasant fellow. Agent called on D in due course; outwardly the suspect's business did not amount to much, but a few friendly questions developed the fact that he had recently begun to make important money and was ripe for a programming job. Business resulted.

Lead From Luncheon

Agent having lunch at classified club. Sat next to a quiet chap and stimulated him to talk about self. Found new acquaintance had good job covering seven states, no down-town office. Does business from home. Interested in talking about life insurance.

Agent spending week-end on nearby lake and runs into old acquaintance. Acquaintance casually mentions an associate who has been making important money. Agent naturally seeks particulars and arranges suitable contact with the associate. Latter is definitely in-

terested in tax information and estate reorganization job.

Agent doing some work on committee investigating work of certain social service organizations in the community. Thrown with college professor who, in due course, wanted to discuss his own program. Nice little sale resulted. Professor then arranged two other contacts for agent.

Agent stops to have cup of coffee with old policyholder. Gets news of pending corporation merger in which said policyholder is interested. Very pretty situation for business insurance on three or four lives with contact ready-made.

Business generally is booming. Agent spends a little time visiting on streets and in club grill past few days. Uncovers enough life insurance situations to keep him busy next month or more. Wishes at the moment he were twins so could cover more ground.

And all the time the agent was having fun, pursuing his hobbies and associating with interesting people. Prospecting is such pleasant work, if one can call it work.

Agents Advisory Group of Commonwealth Meets

The agency advisory committee of Commonwealth Life met at the home office in Louisville. The group included Chairman Marcel Dreyfus of Youngstown, O., and M. L. Doudt, South Bend, Ind., H. D. Parker, Pineville, Ky., D. H. Quirey, Evansville, Ind., C. D. Haskins, Union City, Tenn., and C. J. Monarch, Louisville. The following morning they presented their recommendations to the company's operating committee.

There were 143 field men who qualified for bonuses in a drive for better than average records made by the industrial department in September, October and November. L. Dodd of Indianapolis received the largest check. Manager R. E. Kasler and Assistant K. C. Duckwall, both of Indianapolis, were the leading major manager and staff manager, respectively. O. Johnson of Springfield, O., was the top minor district manager.

The first Commonwealth Life staff to qualify 100 per cent for the \$50,000 Club in 1942 was that of Assistant N. C. Freeman of Mobile. Mr. Freeman and his four agents each placed a minimum of \$50,000 of ordinary. Their average debit increase is \$26.66 per man.

Additional Purchases of Victory Loan Obligations

John Hancock Mutual has purchased \$10,000,000 more of the victory loan bonds, bringing its total to \$60,000,000 of this type of government obligation. Columbian National Life has purchased \$3,000,000 of the victory 2½ percent obligations.

Mutual Life has subscribed for an additional \$16,500,000 of the Treasury 2½ per cent bonds due 1968, bringing total subscriptions for issues tendered in the Victory Fund drive this month to \$106,500,000. Mutual Life purchased \$140,000,000 of government long-term bonds at the time of the May and August offerings and the total subscriptions on these and the December offering now amount to \$246,500,000.

Remember Men in Uniform

Seventy California-Western States Life field representatives and home office employees, who are now serving in the armed forces, were complimented at Christmastime with gifts of cigarettes and candy by the organization. The

gifts were gaily wrapped and decorated. Those sent to the field force members bore messages from vice-president Ray P. Cox, while those going to members of the home office carried greetings from the California-Western States Life Employees' Association. Thirty-eight of the 70 are former agents while 32 are from the home office. Two of the group are women serving in the auxiliary forces.

Watson Assumes Charge of John Hancock in Denver

William E. Watson, president Des Moines Association of Life Underwriters, will move temporarily to Denver, where he becomes general agent for John Hancock Mutual Life for duration.

Mr. Watson, who has represented the company in Des Moines for many years, will maintain his Des Moines office. He expects to return to Des Moines after the war.

Wooten Now in Albany

Harry B. Wooten, who has been district manager at Akron, O., for State Mutual Life, has now assumed his new position as general agent for that company in Albany. He takes the place of

Double-Duty Dollars Angle Is Stressed

A timely slip headed "Double-Duty Dollars" is being sent out by Connecticut Mutual Life with premium receipts. The copy explains that the "deposit which you have just made on your policy will do two important jobs: In the first place, it will continue in force this policy which you purchased as a part of your plans for your future financial security; and secondly, your deposit will become part of the company's funds which, in an ever increasing amount, are being invested in government bonds to help provide the guns, tanks, planes, trucks, and the thousand and one other things which are needed to win the war.

"Because life insurance premium dollars perform these two important functions, they have been aptly termed 'Double-Duty Dollars.'"

William M. Harriman who has resigned as general agent but is continuing with the company as a personal producer.



"A Friendly Group
to Join for
Steady Progress"

THE
OHIO NATIONAL
LIFE INSURANCE
COMPANY

CINCINNATI, OHIO T. W. APPLERY, President

War Worker Issue About Settled Down

Company Official Declares Migration Has About Ceased

NEW YORK—The war problem is pretty much settling down, according to a company official who has been studying it. Many of the war workers are men whom the agent has contacted right along, but in a different capacity. The other part of that group consists of men who have migrated to cities where there is war work and this is the one which has been difficult for the agent to see and sell because it is made up of strangers. He stated that the migration of workers to war centers has practically ceased and unless the government takes up large numbers of workers and transplants them to other areas, this phase is about at an end as more and more of the business still engaged in normal routine is shifted over to war work.

Set Up Service Centers

A number of service centers have been set up by agents' groups to assist war workers with their life insurance problems. Most of the questions seem to be of a simple kind, such as where premiums may be paid, and answerable in most cases from the personal knowledge of the agent concerned.

Most of the war workers are enjoying greater incomes than they have ever had before and many of them are buying life insurance. A service call is an excellent way to get acquainted. One agent suggested that the best place to meet the newly arrived war worker in the community is at church. He has not had an opportunity to affiliate with any lodges or clubs, but he does go to church. Most of the men are troubled about what will happen to them when the war is over and are receptive to ideas the agent has about their life insurance plans.

Caminetti Acts to Merge Chapter 9 Cal. Companies

LOS ANGELES — Commissioner Caminetti has filed in superior court a proposal to consolidate the 12 California Chapter 9 life companies which he has been operating as conservator, into a single concern. Hearing has been set for Jan. 11.

The companies affected are: Alliance Mutual Life, Benjamin Franklin Life, Equitable of California; Great States Life, Guaranty Union Life, Master Life, Mount Moriah Life, National Guaranty Life, Physicians Life, Southwestern Life, State Mutual Life and Sunset Mutual Life. The commissioner took possession of these companies in 1940, following extended hearings, on the ground of financial impairment or mismanagement or both. He stated that as the result of his operation of the companies as conservator, there had been a very substantial over-all improvement in the financial condition of the group.

The consolidation is to be effected through reinsurance. The proposed new company will assume approximately 80 percent of the outstanding policies without change of any sort. The remainder of the business is being treated in a variety of ways, depending upon the financial condition of the original company and the rates paid by various groups of policyholders. Every effort has been made to place the various policyholder groups on an equitable rate basis, as well as to adjust equitably the interests of the various company units.

All of the companies involved have operated on the "stipulated premium plan with provision for assessment." The consolidated company will be of the

same type. The commissioner announced, however, that in the event of approval of the plan just submitted, it is his intention to take immediate steps to convert the combined corporation to the mutual legal reserve type.

Arbitration Association Is Honoring Pink

The American Arbitration Association is holding a luncheon in New York, Jan. 7, honoring Superintendent Pink of New York and President Justice Pelham St. George Bissell. Among those who will speak in appreciation of the honored guests are George S. Van Schaick, vice-president New York Life and New York state director of the Office of Civilian Defense, who preceded Mr. Pink as insurance superintendent of New York, and Daniel Mungall, assistant U. S. attorney for General Accident. Mr. Pink and President Justice Bissell have been strong proponents of arbitration as a method of settling disputes arising over accident claims and their joint efforts have been instrumental in the growth of the accident claims tribunal of the arbitration association.

The Accident & Health Bulletin help get business. For information write 420 E. Fourth St., Cincinnati.

War Jobs Lose Lure for Some Ex-Agents

Long Hours, Monotony, Heavy Work Send Them Back to Agencies

NEW YORK—Though the high pay of war industries has attracted a good many life insurance agents, particularly those in the marginal group, it appears wise to leave the door open for the return of these men in case the new job does not turn out as anticipated. It often happens that an ex-agent finds that, though he likes the increased income and the assurance that it will continue as long as he does what he is told, the hours are unduly long while the monotony of the work makes them seem even longer.

In the case of older men particularly, it has also turned out that the work is physically too exhausting. Added to the long hours, monotony, and the amount of physical exertion frequently required, the ex-agent working in a war plant can hardly help realizing that the more money he makes the higher his

taxes and that the hard-won extra pay he is earning as compared with his life insurance commissions will in great part be nullified by the steep increases in taxes.

While cases of men returning to the selling fold after having left to go into war industries are not very numerous they are sufficient so that at least one company has adopted a policy of not terminating the contracts of agents who leave to go into war industries but giving them 90 days' leave of absence before terminating their contracts and applying the usual penalties against renewals. This has an important psychological effect, for the departing agent is not made to feel that he is quitting the life insurance business. If the new job is not to his liking he can go back to the agency and take up again just where he left off. There is always the realization as he works at the new job that the agency door is still open to him and until three months have gone by he is still a member of the agency.

44 Legislatures Meet in 1943

All but four states, Kentucky, Mississippi, Louisiana and Virginia, will hold legislative sessions in 1943, the majority of them beginning in January. Because of the war the sessions are not expected to last as long as usual.

"How Do I Get to Be a General Agent?"

The answer to the LNL man who asks this question is found in his own company's policy—"Prove yourself worthy and be promoted."

Opportunities aplenty, in rich, open territory, beckon the ambitious man.

With The Lincoln National Life he has full chance to show his wares as a potential General Agent. A special club focuses management attention on the man who can hire and successfully train brother life insurance men. It is called, aptly enough—The Spotlight Club.

THE LINCOLN NATIONAL LIFE

INSURANCE

Fort Wayne



COMPANY

Indiana

Geared To Help Its Fieldmen



Tapping Rural Areas for New Business

Life Companies Are Appointing Local Agents in the Country Districts

Many life insurance general agents and managers are seeking more energetically than ever rural and farm business. They realize that gas rationing will have a great effect on production. Many of them have come to the conclusion that the best method to follow is to appoint local insurance agents doing a general insurance business in these smaller places. At least they can round up the prospects and when they have any that are really live and they cannot close them they can call on the district or general agent for assistance. The local agents can use the telephone to advantage and often they come in contact with their friends and customers when they visit the town. In this way the soliciting approach procedure is greatly simplified. Local agents are acquainted with the people in their locality both in the village or town and out

in the country. They have knowledge of the financial situation of the people they have in mind.

The farmers are making good money, much more than they have for years. The fact that President Roosevelt has assured them that there will not only be a ceiling but a floor below which prices will not go has encouraged them greatly. Almost everything that a farmer raises now brings him good money. They are very prosperous and this with the thought in mind that money should be saved and not spent for luxuries is having its effect. These local agents do not have to resort to any special plan to get to see prospects. They have many friends or acquaintances and the subject of life insurance can come up naturally.

It is pointed out that local agents are now more susceptible to being appointed to represent a life company because they have lost much of their automobile business and will lose much more. Therefore the decline in premium income makes a very good argument for life general agents to take up the matter very seriously with these local agents.

C. C. Crocker of Cincinnati, who is head of the state insurance directory department of THE NATIONAL UNDERWRITER, has been making the rounds of a number of states in connection with field men of the publication and finds more and more that companies are becoming interested in these local agents as producers of life insurance. In fact, Mr. Crocker states that many general and district agents are advertising in these directories in which they did not have so much interest before. They believe that now is the time to tap these country resources and that the best way to do it is through local agents. They find that the local agents have much more influence than an outside solicitor who visits a community for a few days and then goes away. The movement, therefore, is certainly gaining much ground.

One advantage in appointing local insurance agents is that they need no financing. As representatives of fire and casualty companies they do not call for advances. Some of them may be delinquent in paying balances but that can be taken care of.

"B" Cards for Life Salesmen Blessing in Disguise: Heyl

Charles H. Heyl, director of agencies of Bankers Life of Nebraska, says the allocation of "B" cards to life insurance salesmen, which gives them between 550 and 600 miles a month, may prove a blessing in disguise. He says: "It will make strong men stronger and wise men wiser, and all of us a little more efficient. Over and over again the life insurance salesman has been urged to plan his work, zone his calls to prospect more efficiently. A life insurance man is the most highly paid, inefficient salesman in the world. If we can only learn through this slight adversity to plan our work as efficiently as we sell our wares, gas rationing will indeed be a blessing in disguise."

Mr. Heyl says that he finds that the new business from eastern agencies where gas rationing has been in effect for months is off only a little more than 10 percent from last year, when they established new high records for paid business.

Madison Manager Resigns

K. C. Bergan, manager of Central Life of Iowa in Madison, Wis., for the past year, has moved to Whitewater, Wis., and will devote his time to personal production.

Kenney Williamson, of Reuling & Williamson, Peoria, Ill., general agents Connecticut Mutual, is bereaved by the death of Janet Williamson, 19, his daughter, at St. Francis hospital from complications following an emergency appendectomy. She was a talented musician and writer of ability. She attended University of Illinois.

C. H. Sims N. C. General Agent for State Mutual

State Mutual Life has named Charles H. Sims as general agent for North Carolina with headquarters in Greensboro. Henry P. Foust, general agent there since 1936, resigned to give his time to his personal clientele.

Mr. Sims, a native of Atlanta, returns to the south after successful experience as supervisor in New York. He has been in the life insurance business there for 13 years.

Mr. Sims graduated from Georgia School of Technology. He served in the army air force during 1918 and was commissioned 2nd lieutenant.

Crane Loses 7 to Service

INDIANAPOLIS—For some years it has been a common recruiting plan of many forward looking general agencies to pick promising young men from college graduating classes and train them as producers. The plan has worked well—until the war came along and upset the apperant.

E. A. Crane, general agent of Northwestern Mutual Life here, who has been following this plan very successfully for some years past, has already lost into the service seven of his young producers

thus recruited into his staff. Those from this office who have gone into the army are Max Hittle, Evans Cochran and Charles McCotter, and these four have gone into the navy, George A. Van Dyke, Jr., D. A. Kaufman, W. C. Hawkins and E. J. Green.

In spite of this severe depletion in his staff, Mr. Crane reports an excellent showing was made in December.

Tivney in Harrisburg Post for National Life

John L. Tivney has been appointed general agent of National Life at Harrisburg, Pa., succeeding the late Scott J. Corbett.

Although Mr. Tivney's former business connections called for extensive travel in this country and abroad, including the Far East, his work on a Harrisburg newspaper plus his life insurance experience and his many civic and community activities during recent years have caused him to become widely and favorably known through central Pennsylvania.

The "Little Gem Life Chart" gives full data on both today's settlement option incomes and those payable on all contracts issued since 1910. Order from National Underwriter. \$2.50.



★ NOW FOR 1943. We will keep in mind one thought: "Nothing is as bad or as good as it seems to be!" Perhaps therein lies the sanity of thought so needed in critical times.

SHARE WITH ME A FEW RECENT LETTERS FROM SOME MUTUAL LIFE, N. Y. MANAGERS. RUSSELL WONDERLIC of Baltimore: "Yes, 1943 will be a year of close budgeting but in our shop R & R is not a luxury but a necessity." CHARLEY BROWN of Grand Rapids: "Keep us on—I don't know how we would get along without R & R." CHARLES J. CURRIE of Atlanta: "There are many reasons why I want R & R to continue coming into my office." EARL YAGO of Rochester: "Ever since I have been in the business I have been an R & R fan, and I would be lost without it."

THESE LETTERS certainly put us squarely back of the problem of being "more necessary than ever before"—and we'll do our best.

AT MR. SCHUPPEL'S INSTRUCTIONS, we welcome the Oregon Mutual Life to sustaining company membership. Our company membership roll now stands at 193.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

*Praise the Lord
and pass the
ammunition!*

B. M. A. salesmen have no time to think about their place in the war effort. They're already in the fight. They have the ammunition in the form of the most modern weapons of economic protection and a whole Nation full of people who need their advice and counsel. So they're going to keep right on working until the Government asks them to do otherwise.



Business Men's Assurance Company
KANSAS CITY, MISSOURI

W. T. GRANT
President

J. C. HIGDON
Vice-Pres. in Charge of Sales

Broadening the Scope of Non-Medical Underwriting

Though it is too early to have accumulated any statistics, companies which recently broadened the scope of their non-medical underwriting to relieve the shortage of medical examiners are very much pleased with the response from the field. There appears to be practically no disposition on the part of agents to regard the change as an opportunity for writing doubtful risks. The change has helped greatly to ease the shortage of examiners and home offices have been deluged with requests to extend the territory still more widely.

Naturally, the companies are watching closely the work of their agents to whom they have granted the non-medical privilege. Entirely aside from the minute percentage who might try to put over an occasional dubious risk it is important that the agents appreciate their responsibilities and do their part of the underwriting with the greatest care. Later on cases will be picked at random for special investigation. In this way any careless work will tend to show up.

The greatest problem is the booming war industries centers. The shortage of medical examiners is most acute there and the opportunities to write business the greatest. Unfortunately it is in these centers that the agent is in the poorest position to judge his prospects unless they are people who have been living there right along. For the workers who have come in response to the demand for personnel it is difficult for the agent or the inspection report to turn up as much information as underwriting departments would like. In many cases, however, the inspection at the prospect's previous residence yields the desired information.

Another reason why some companies are extra cautious in taking war workers who have migrated from other cities or from the farms in order to take high paying jobs is a fear that these men may be a less desirable class of risk on the whole. Some of them are men who, like automobile salesmen, are thrown out of their regular occupation through no fault of their own but it is felt that there are likely to be a larger than average number of marginal workers who were not very well established in their previous jobs and who may be the floater type. One solution that has been suggested for the boom cities is that the non-medical privilege be extended with the limitation that it would apply only to prewar residents of those places.

Better Trained Agents

One reason for believing that experience on non-medical business will be favorable is that even before the war companies were getting their production from a smaller number of agents than a decade previously. This tendency towards a smaller, better trained and better paid field force with a greater sense of responsibility, should logically be able to handle non-medical business successfully.

If the expansion of non-medical business proves sound companies would like to be able to give the privilege to agents in even the largest cities. This has not so far been possible because the big city agent is less frequently in a position to give a valid opinion about his applicants than the man in the smaller community. Most agents who have the non-medical privilege are proud of it and of their low record on death

claims and declinations. Existence of the non-medical privilege creates good will and reflects favorably on the company, while the agent's prestige is heightened by the prospect's knowledge that the home office places more than the usual amount of trust in his decisions.

At the same time the non-medical underwriting of applications is not always considered such a great advantage by prospects. Many of them, if there is nothing the matter with them, like the free physical checkup. However, these comparatively rare situations can be taken care of by underwriting the case medically if the applicant prefers it that way.

Value of Indirect Selling Shown in One Experience

The value of the indirect approach in the selling of insurance is illustrated in the experience of an agent who had a friend in the banking business. This is an old story, but the principles are still sound. Although the banker always welcomed his agent friend and urged him to drop in at any time, he applied one restriction, the agent should never talk about life insurance.

One day he started out for the banker's town, which was nearby, determined to make the sale. After exchanging

greetings, the banker asked, "What brings you in?"

He said he wanted the banker's help. The company, he explained, had brought out something new, and he thought local business men would be interested. But he was a stranger. Could he have his prospects call the banker for a good word in his favor, in case the situation called for it? The banker was quite agreeable.

However, the agent said, "I never like to ask someone to recommend something about which he knows nothing. So, if you don't mind, I shall explain this to you the way I would like to explain it to the business men here in town, so that you will know what you are recommending if they call you."

He then went ahead and explained the proposition. The banker thought it was very satisfactory. The agent proceeded to a local hotel, took a room and sat around till 11 o'clock the next morning. He then dropped in to see the banker who asked how he was getting along. He replied that he was getting along fine.

"Well," the banker said, "you must be. None of the local people have called me."

"As a matter of fact," he added, "I have been thinking about the proposition you explained yesterday, and I don't see why it wouldn't be a good thing for me." The agent walked out with the business.

To Pilot Field Men—

1942

—Thanks for your splendid production in 1942, which made it possible for the Pilot to experience one of the best years in its history.

1943

—We pledge that during 1943 we will give wholehearted cooperation in helping you to make 1943 your best year ever.



**PILOT LIFE
INSURANCE COMPANY**

GREENSBORO, N. C.

Emry C. Green, President



IMPACT OF WAR ON LIFE INSURANCE			
	1941	1942	CHANGE
DEATH BENEFITS	\$ 1,010,000,000	\$ 990,000,000	- 2.0%
WITHDRAWALS OF CASH VALUES	\$ 565,000,000	\$ 450,000,000	-20.4%
FLOW OF PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES 1942 \$2,370,000,000			
NEW LIFE INSURANCE PURCHASES	\$ 12,980,000,000	\$ 12,060,000,000	- 7.1%
TOTAL LIFE INSURANCE PROTECTION	\$124,700,000,000	\$130,000,000,000	+ 4.3%
NUMBER OF POLICYHOLDERS IN 1942 67,000,000			
POLICYHOLDER FUNDS IN U.S. GOVT. BONDS	\$ 7,000,000,000	\$ 9,300,000,000	+32.9%
POLICYHOLDER FUNDS IN BUSINESS SECURITIES	\$ 9,570,000,000	\$ 9,660,000,000	+ 0.9%
LIFE INSURANCE ASSETS AT WORK 1942, \$34,750,000,000			
INSTITUTE OF LIFE INSURANCE			

EDITORIAL COMMENT

Keeping Up with the Social Planners

The proposal of Wesley T. Hammer that the accident and health writing companies get together and bring out a uniform income insurance plan for workers on a non-occupational basis strikes us as having a great deal of merit and indicates that Mr. Hammer is exercising real imagination in seeking a solution to the future position of private insurance in the face of the onward march of the idea of having the government cushion the vicissitudes of existence for the individual. Mr. Hammer, who is in charge of accident and health business for Commercial and Metropolitan Casualty in New York City, sketched his suggestion at the meeting of the Insurance Advertising Conference.

He said he is convinced that the accident and health companies should insure many more people and that this can be done if a simple, basic proposition is put forward that everyone can understand. What he proposes is an income insurance plan which every company in the business would sell on exactly the same basis and could be sold to everyone who works at exactly the same price. His idea is that the plan would be based on the present standard group disability contract. It could be sold on a real group basis, on an intermediate or semi-group basis for small aggregations of employees and on an individual basis. Under his proposal, both health and accident benefits would be provided and no person could buy more than a maximum amount, say \$25 a week. The price should be shaved to almost a cost basis. Each company would issue its individual policy but there should be a central office for collation of experience and formulation of general underwriting policies and where selling practices could be guided.

It is significant that Mr. Hammer advances this proposal just at the time that Sir William Beveridge made his comprehensive report in England recommending extensive expansion of the social security program in that country. Mr. Hammer apparently apprehends that the day will come when those advocating the elimination of charity and the dole and the substitution of a grand and comprehensive social security scheme will charge that private insurance is not prepared to do more than scratch the surface. For purposes of public argument, we are inclined to believe that the insurance business will not be able successfully to contend that what it has done and is doing measures

up to what the advanced social planners believe should be done through public schemes. The magnificent expansion of group insurance would be the most impressive evidence that the insurance interests could summon and if it were not that the public schemes being advanced are so breathtaking in their scope it might be assumed that the natural growth of group insurance could be relied upon to give a very satisfactory measure of protection to a large segment of the population.

As a matter of fact, between group insurance and the present social security program employees of the larger corporations are being provided for rather comfortably but when it comes to reaching the person of small means who is individually employed and cannot easily be treated under a mass plan the government has had nothing to offer in the way of social security based upon a premium paying principle. In this field the industrial life and accident and health agents and companies have performed a great service but here again those that are bent on fashioning a Utopia would dismiss industrial insurance as nothing. Perhaps the government having gained a lot of experience in cataloguing 130,000,000 individuals and having set up the machinery through gasoline rationing, sugar and coffee rationing, etc., may now feel that previous impediments to dealing with those that have been excluded from the social security program no longer exist and that the rationing system could be easily converted to social security purposes.

We believe it is important for the insurance business at this time to consider how its personnel and machinery might be utilized to do some of the things that the social planners desire to have done. If some such plan as Mr. Hammer envisions were put into operation it seems to us that insurance companies might have a very potent talking point in suggesting that social security be left on a voluntary basis in those fields natural to private insurance and that the public scheme be confined to those fields such as maternity benefits in which true insurance principles and opportunities are lacking. If the insurance business were to produce such a program along the lines that Mr. Hammer suggests and at the same time if company actuaries and other leaders in the business were to assume leadership in helping to advise the whole pattern of social security

proposals then we feel that the final decisions that are made would be sounder

and the welfare of the insurance business would be better protected.

Importance of Partnership

Vice-president A. G. Borden of the Equitable Society, in speaking at a testimonial dinner in Chicago given in honor of General Agent Courtenay Barber, who is completing a half century service with the company, emphasized the value of a life man identifying himself with an institution who gives him prestige, permanence and a solid footing. When a life salesman can go into the field with supreme confidence in his company and its management he develops enthusiasm

as he goes along. He feels a great sense of pride in referring to his insurance company.

Mr. Borden referred to the old adage about a man is known by the company he keeps but he paraphrased it a bit by saying that a company is known by the agents it keeps. An observant man can go to any point and he can tell quite accurately beforehand what kind of a man represents a certain company, because like attracts like.

PERSONAL SIDE OF THE BUSINESS

Mr. and Mrs. Jack R. Morris are the proud parents of a 7 pound, 2 ounce girl, Donna Kay Morris. Mr. Morris is director of sales promotion for Business Men's Assurance and secretary of the Life Advertisers Association.

Dr. T. H. Dickson, medical director Minnesota Mutual Life, has been re-elected president of the board of the St. Paul Y. M. C. A.

The Gordon H. Campbell & Co. agency of Aetna Life at Little Rock this year repeated a feature which it inaugurated a year ago, by having Little Rock agents of Aetna meet at the Little Rock orphans' home for breakfast with the children. Foster Vineyard, associate general agent, was in charge of the arrangements.

Frank W. Engel, Wisconsin state manager Franklin Life, has been elected president of the Cosmopolitan Club of Milwaukee.

Horace W. Foskett, assistant vice-president of Equitable Life of Iowa, has been elected president of the Des Moines chamber of commerce. He also served as president in 1939.

Lieut. (j.g.) W. T. Earls, Cincinnati general agent of Connecticut Mutual, was at home on a holiday leave from Annapolis, where he is now assigned by the navy department, and was guest of honor at a luncheon given by agency associates.

M. F. Mulconery, agency director of New York Life at Wichita, Kan., has been ill and is in Arizona to recuperate. He is expected back on the job in January.

A. R. Meyer, agent of Indianapolis Life at Indianapolis, was delivering a policy when he slipped and fell on the ice and broke his left leg. Mr. Meyer, a leading producer for the company, is having his clients visit him and is using the telephone while he is laid up.

Claris Adams, president of Ohio State Life, will be toastmaster at the banquet which the Columbus Chamber of Commerce will give Jan. 12 in honor of the members of the Ohio legislature.

Lester O. Schriver of Peoria, Ill., manager of Aetna Life, sent to his friends during the holiday season an interesting brochure, "Young Abraham Lincoln and Log College." The writer is W. L. Houser. In the foreword Mr.

Schriver opines that while Lincoln did not have a formal education he had a trained mind which was developed through reading, observation, contemplation and thinking. He asserts that this so-called log cabin education started in Kentucky and was greatly accelerated during the time that he lived in Indiana so that when he located at New Salem, Ill., he had a foundation of a real education, although he never had the opportunity of being conventionally schooled.

John H. Jones, of Equitable Society, a lieutenant-colonel commanding one of the divisions of auxiliary police in Wichita, received some practical experience the two weeks before Christmas when his division of 250 officers and men took over the traffic policing of the streets surrounding the Union Station from noon until 11 p. m. each day, augmenting the regular police force.

R. M. Sangster, comptroller of Northern Life of Canada, is celebrating his 25th year with the company. He entered life insurance in 1912 with the old Federal Life.

DEATHS

Henry W. Buttolph Dies at 72

H. W. Buttolph, 72, actuary of American United Life, died at his home in Indianapolis, after a brief illness. Born in Cleveland of a pioneer family, he graduated from Kenyon College, Gambier, O., in 1892. For several years he was actuary of the Indiana insurance department and became actuary of American Central Life, continuing with American United after the merger with United Mutual Life. He was one of the organizers of the American Institute of Actuaries, served two years as president and was a member of the board of governors at the time of his death. He also had been a member of the Actuarial Society of America since 1900.

Mr. Buttolph entered the insurance business as agent of Provident Savings Life, with headquarters at Cincinnati. He was employed in the office of general



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He has a wonderful year of service ahead.

agents for that company for Ohio, Indiana, Kentucky, Tennessee and West Virginia.

Mr. Buttolph was a particularly familiar figure at meetings of the American Institute of Actuaries. He was a man of profound convictions and usually was moved to express himself in the informal discussion periods. His manner was somewhat quaint and whimsical, but yet exceedingly forceful. He was one of the elders of the organization.

Loren G. Gatch, senior partner of the Cincinnati law firm of Gatch, McLaughlin & Gatch, and director of Union Central Life, died at Passaic, N. J., where he and Mrs. Gatch had been visiting friends. Mr. Gatch was elected to succeed his father on the board of Union Central in 1937. In 1939 he was elected a member of the executive and investment committees.

Dr. Hamilton C. Cruikshank, medical officer of Manufacturers Life Insurance since 1926, died at his Toronto home.

John J. Connolly, 66, former manager of Metropolitan Life in Newburyport, Mass., and with the company for 27 years until his retirement five years ago, died in Newburyport.

George Hemsing, 69, for more than 50 years an employee and later a special agent of Northwestern Mutual Life, died at his home in Milwaukee.

Aaron Polk, 43, assistant manager of buildings for Mutual Life, died at his home at Chappaqua, N. Y. He was graduated from Columbia University in 1922 as a mining engineer and joined Mutual Life in 1935. He was a veteran of the former war.

Arthur C. Best, vice-president of Royal Highlanders Mutual Life, died suddenly at his home in Lincoln, Neb., from a heart attack. Mr. Best, a former banker at Aurora, joined the company 15 years ago and has been an executive for 10 years.

THOMAS H. STEERS

Office Planning and Methods Consultant

for

LIFE, FIRE AND CASUALTY INSURANCE COMPANIES

Conway Building
Chicago, Illinois

IN U. S. WAR SERVICE

R. E. Watts, general agent in Kansas City of Pacific Mutual Life, has entered service, reporting at Fort Leavenworth for induction. He will be attached to the army engineering corps. Mr. Watts



R. E. WATTS

has been general agent in Kansas City for three years, and under his leadership the agency has shown approximately 300 percent increase in volume since 1939. He is one of the youngest general agents associated with the company and is the son of John L. Watts, general agent of the company at Chicago. During Mr. Watts' absence, Marvin R. Cary, associate general agent, will carry on.

Russell H. Matthias of the Chicago law firm of Ekern, Meyers & Matthias, specializing in insurance work, has received a promotion to the rank of major. He is in the services of supplies headquarters, War Department, Washington. He entered army service last June as a captain. He was with his family in Winnetka, Ill., during the Christmas holidays.

Elmer A. Jungclaus, assistant secretary of General American Life, was in-



Upon a carefully built **SOLID ROCK FOUNDATION** this Company now expands upward and outward.

A mighty good connection for Agents who want "TO GET FIXED FOR LIFE."



BANKERS MUTUAL LIFE CO.
FREEPORT, ILLINOIS

Since 1907

J. C. Peasley, President

Not gigantic, "JUST GREAT"

83 YEARS OF SERVICE

THE
GUARDIAN LIFE
INSURANCE COMPANY
OF AMERICA
NEW YORK CITY



A MUTUAL COMPANY
ESTABLISHED 1860

ducted into the army at Jefferson Barracks, Mo.

As of Dec. 23, **Pacific Mutual Life** had 92 members of its field force in service, including two general agents, Emory L. Jenks of Atlanta, and Jack W. Jones, Long Beach.

Herbert D. Gish, formerly an agent of Travelers at Lincoln, Neb., is now lieutenant-colonel and assistant chief of staff of the Northern California sector at the Presidio.

A. B. Kelly, who was a district manager in Mississippi for Lamar Life prior to entering the army, has been promoted to captain. He had been a first lieutenant in the provost marshal's office in Brooklyn.

Paul D. Southern, Lincoln National Life, immediate past president of the Fort Wayne Association of Life Underwriters, has gone to Fort Eustice, Va., for active duty in the coast artillery as a first lieutenant.

Maj. J. H. Geddes, until recently as-

sistant to the medical referee of Northern Life of Canada, is on leave of absence to take charge of the medical section of Canada's No. 10 hospital unit.

Lake E. Stalcup, Provident Life & Accident, attending the officers training school in chemical warfare at Edgewood Arsenal, Md., has been commissioned a second lieutenant.

Capt. T. L. Gaddy, former supervisor of Equitable Society in Jackson, Miss., has been promoted to major at the Warner Robins army air depot.

Preston Kendall, who before entering the service was with Washington National of Evanston, Ill., has been promoted to first lieutenant in the infantry. He had been second lieutenant. He is stationed at Camp Grant, Ill. His father is George R. Kendall, president of Washington National. Preston Kendall had been agency secretary of Washington National until about six months before entering the service, when he was attached to the investment department.

NEWS OF THE COMPANIES

Franklin Life Closes Fine Year

A 40 percent greater asset gain for 1942 in contrast to the expansion recorded in the previous year is indicated by preliminary year-end figures issued by Franklin Life.

President Chas. E. Becker in a bulletin to the agency force said:

"The year ending has been the most remarkable one in the Franklin history. While there has been much conversation about difficult and perplexing conditions since Pearl Harbor, it is gratifying to know that 1942 has produced the best results ever obtained by our company in its nearly 60 years of activities. The major degree of my appreciation must of course go to our men in the field, because they have made it possible for the Franklin to take its place among the select few companies in America to show an improvement in first year paid premiums for 1942 over the previous year. This means, of course, that notwithstanding the many real, as well as exaggerated and imagined obstacles, our agency representatives as a group earned more commissions and enjoyed a better income than in the previous year. To me this is the most important achievement in the last twelve months.

In Force \$230,000,000

"Our business in force has increased about \$14,000,000 during the year, bringing the aggregate outstanding insurance to over \$230,000,000. Assets were expanded approximately \$4,500,000, showing about 40 percent improvement over the 1941 increase. Past due interest on real estate mortgage investments is at the lowest point in 15 years. The bond portfolio, amounting to over \$20,000,000, shows no delinquencies, every issue being current with no interest or principal past due.

"We have disposed of over \$1,250,000 of real estate during the year, and our city real estate ownership, exclusive of the home office building, amounts to less than 2 percent of admitted assets. Farm ownership has also declined substantially during the year, with sales reflecting prices well above book values. The net return on the company's real estate account after giving effect to all supervision costs was at least 4½ percent. Assets at the close of the year are approximately \$52,500,000, of which over 50 percent is represented by cash, bonds and federal guaranteed mortgages.

"Federal government war and victory bonds to the extent of more than 50 percent of the asset increase were purchased in 1942. Expressed in relationship to the first year premium income,

loans to the government amounted to more than 275 percent.

"Investment income was about 10 percent greater than last year, and surplus will be considerably augmented in our statement to be published a few days hence. There was a decline during this year of about 6 percent in the mortality ratio."

Franklin Life was purchased three years ago by Mr. Becker and associates. During this period the company has shown an increase as to assets of about \$14,000,000; and expansion of business in force of \$55,000,000, and a more than 100 percent increase in surplus.

Business of Country Life Shows Gains for Year

Country Life of Chicago closed the year with a good increase, paying for \$21,500,000 compared with \$20,400,000 the previous year. Life insurance in force now exceeds \$185,000,000.

Country Life operates only in Illinois and has made remarkable progress. It is affiliated with the Illinois Agricultural Association. The annual agency conference will be held in February.

Midland Mutual Reports on 1942 Business

Midland Mutual new paid business in 1942 totaled \$10,378,149, compared to \$12,783,742 in 1941. Insurance in force rose \$4,739,714 in 1942, whereas in 1941 the increase was \$6,417,504.

Authorize Capital Increase

The charter of Western & Southern Life has been amended to permit an increase in capital stock from \$20,000,000 to \$25,000,000. President C. F. Williams states that there is no present intention actually to increase the capital but the authority to do so was desired.

Home office employees of **Illinois Bankers Life** now have subscribed 100 percent to the purchase of war bonds on the payroll deduction plan. Including those in the field the percentage of participation is 97.4, and the deduction from total payroll exceeds 10 percent.

Guertin Preparing N. J. Bill

TRENTON, N. J.—A. N. Guertin, actuary of the New Jersey department, is now preparing a bill to place in the laws of New Jersey the recommendations on valuations and non-forfeiture benefits that were approved by the National Association of Insurance Commissioners. Mr. Guertin was chairman of the committee that developed this model legislation and his friends would be pleased if New Jersey were the first state to enact the bill.

COMPANY MEN

C. W. Arnold Advanced by Kansas City Life

Charles W. Arnold has been appointed assistant superintendent of agencies for Kansas City Life. In his more than 21 years service with the company, Mr. Arnold has filled a number of positions in the home office, each with increased responsibility.

Third Generation of Family

Mr. Arnold represents the third generation of the Arnolds to take a part in the affairs of the company. His grandfather, Henry Clay Arnold, was one of the early directors, and his father, Wood Arnold, has for many years been vice-president.

He was educated at the University of Missouri, and was married in 1929 to the daughter of the late Albert I. Beach, who for many years was mayor of Kansas City.

Metropolitan Advances Godwin

F. Walter Godwin has been promoted from agency supervisor to Canadian manager of the field training division of Metropolitan Life. He started with the company in Toronto in 1934 as an agent. In 1937 he was appointed field training instructor.

New Directors of Home Life

F. G. Kingsley, vice-president and director of merchandising of Deering Milliken Company, and Capt. E. Herrick Low, vice-president in charge of new business of Corn Exchange Bank & Trust Company, New York City, now on leave of absence with the army air force, have been elected directors of Home Life of New York.

Mr. Kingsley is a graduate of Syracuse University and the School of Eco-

nomics of the University of London, and has a wide experience in the banking and mercantile fields. Captain Low was one of the youngest officials in New York banking when he was elected to his post in the Corn Exchange bank in 1929 at the age of 24. He is stationed at Westover Field, Mass., where he is a member of the Fifth Anti-Submarine Squadron.

Price to Bankers of Neb.

W. E. Price of Fort Wayne, Ind., has been appointed lay underwriter of Bankers Life of Nebraska. He succeeds Harry Simons, who has entered full-time religious work. Mr. Price will have charge of sub-standard underwriting.

Mrs. Rowan New Editor

Mrs. Helen Rowan has been appointed editor of "The Firing Line," house organ of Lamar Life, taking the place of Rex Magee, advertising manager, who has resigned to become secretary of the Mississippi State Fair. Miss Eleanor Magruder is named business manager of the "Firing Line."

Crocker, 49-Year Man, Retires

Mutual Life announces the retirement of Clarence Crocker, superintendent of the purchasing division after more than 49 years of service. Mr. Crocker joined the actuary's department of Mutual Life in 1893 and was named private secretary to the actuary in 1906. Subsequently he was transferred to the supply department, where he was promoted to assistant purchasing agent in 1930. He became superintendent of the purchasing division in 1939.

Mutual Life has appointed James Wilson, Jr., superintendent of the purchasing division succeeding Mr. Crocker.

Mr. Wilson joined Mutual Life in 1927 as an office boy in the president's office and the following year was trans-



YOUR FUTURE THE FUTURE OF ALL AMERICANS

There is no time to wait for the building of a tomorrow. That job must be carried on today, as well as tomorrow, and Life Insurance, the fundamental institution of Democracy, is the true underwriter for the project.

The people of the Democracies, united in a grim struggle against the Axis, know that the security they have built, and are building through life insurance, is a source of national strength—one of the greatest factors of national morale—for they are protected and huge amounts of their funds are being placed in government securities by the life insurance companies to build planes, tanks, ships, guns, for the security of our country. Life insurance is very actively aiding the war effort while protecting the people of Democracy.

If you are interested in building today for tomorrow, you will find it pays to be friendly with

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA



ferred to the accounting department. In 1935 he became secretary to the purchasing agent and four years later he was appointed assistant purchasing agent. His title subsequently was changed to assistant superintendent of the purchasing division.

CHICAGO

MUCH BUSINESS PROTECTION

A general agent remarked the other day that almost all the policies of \$25,000 or over have been taken out for business purposes. There are not very many sizable policies written for personal protection. Business insurance is becoming more popular as a means of protecting concerns against the death of key men, in presenting a cushion that stays a blow. Some buy life insurance in connection with stock purchase or to provide a sinking fund. While premiums paid for business insurance are not deductible from the income tax, when the policy becomes a claim it is not regarded as income. More and more salesmen are reaching out into the business field and becoming business insurance experts.

APPRECIATION TO JONES

As a mark of appreciation for the able and efficient work of the Illinois department of insurance for the betterment of the insurance business in the state, Director Paul F. Jones has been presented a resolution adopted unanimously by the directors of the Chicago Association of Life Underwriters. The association pledges continued support and cooperation. The resolution was presented to Director Jones by President James H. Brennan, Fidelity Mutual.

CHICAGO SALES PICK UP

A number of Chicago general agencies report increased sales. Willard Ewing, general agent Provident Mutual, had a pick up during November and December. The Bruce Parsons agency of Mutual Benefit doubled its November volume in December. R. J. Wiese, manager Northwestern National, was ahead of his previous month in December. The December volume of the Thurman agency of New England Mutual was up 50 percent over November while the Hughes agency of Massachusetts Mutual will show a gain for the year with December about 15 percent ahead of November. Lincoln National's Wood agency is considerably ahead in premium income.

STRONG AGENCY ADVANCES

The Strong general agency in Chicago went from 24th place among John Hancock Mutual agencies in 1941 to 11th place in 1942, being the only agency to show over a \$1,000,000 gain in ordinary for the year. The Strong agency showed a slight gain in December ordinary. Over \$3,000,000 in pension trust business was written in December although most of it will not be issued until January.

ARNOLD SPEAKS IN CHICAGO

O. J. Arnold, president of Northwestern National Life, will address the annual meeting of the R. J. Wiese agency of that company in Chicago Jan. 4. Three other home office officials are scheduled to speak: W. F. Grantges, agency director; W. R. Jenkins, sales director; and Dr. Karl W. Anderson, medical director. Northwestern National for a number of years has contrived to be the first life company to announce its annual statement, this being released invariably Jan. 1, and President Arnold will present some of the figures, and also his comments on the life business and analysis of the future trends. Morning and afternoon business sessions will be held, and a luncheon, with General Agent Wiese presiding.

The "Unique Manual - Digest" is the only "all-inclusive" reference book published. Fully covers the policy, the company and the cost. 1600 pages. Only \$5. Order from National Underwriter.

LIFE AGENCY CHANGES

N. Y. Life Unifies Work in Canada

New York Life is establishing a Canadian department and all of the Canadian branch offices will be under the direct supervision of Fred A. Wade, inspector of agencies, with headquarters in Toronto.

New York Life began doing business in Canada in 1868, and it now has



FRED A. WADE

branches in Montreal, Toronto, Winnipeg and Vancouver. Its insurance in force in Canada amounted to \$127,659,694 on Dec. 31, 1941.

Mr. Wade has been agency director in the Toronto branch since Aug. 1, 1941. He was born in Renfrew, Ont., in 1904, was educated at the Renfrew Collegiate & Vocational School, and was a school teacher before entering the life insurance business with New York Life at Renfrew in 1923. At one time he was mayor of Renfrew.

Before establishing the new department the New York Life branches in Canada were supervised by departmental inspectors of agencies located in the United States. The new organization will permit closer coordination of the Canadian business with a view to further development of service. The company's investments in Canada on Dec. 31, 1941 amounted to \$104,253,684, which was much more than the amount required for legal reserves on Canadian business.

Frye Named to Maine Post

Provident Mutual Life has appointed John H. Frye, Jr., as general agent for the state of Maine, replacing Freeman M. Grant, retired.

Mr. Frye was born in Auburn, Me., and is a graduate of Bowdoin College. Shortly after graduation Mr. Frye entered the service of Provident Mutual in the Connell agency at New York City, where he has served as a special agent.

Mr. Grant became affiliated with the company in 1900 and was appointed general agent for Maine in 1903. Under his leadership the company has over \$7½ million of insurance in force in the state.

Offices will be maintained in the Chapman building, Portland.



John H. Frye, Jr.

Home Life Opens New N. Y. Agency

Home Life has appointed Solomon Huber and Clarence Oshin as co-general agents of a new agency in New York City.

The partnership brings together two well known members of the New York Association of Life Underwriters. Both have enjoyed outstanding sales success in life insurance over the past eight to 10 years, each paying for an average of \$500,000 annually.

Huber Law School Graduate

Mr. Huber was educated at New York, Columbia and St. John's Universities, graduating in law from the latter in 1928. Before entering the life insurance business he was teacher, director, and principal of various preparatory schools and business colleges. This early business interest encouraged him to inaugurate recently the first school of its kind providing secretarial and stenographic training in life insurance at the Madison School of Business

in Brooklyn. He has established a consecutive weekly production record of 280 weeks with an average-size policy amounting to nearly \$10,000. Mr. Huber is a prolific author, and has been a regular contributor to trade papers, and was for five years on the staff of the "Bulletin," publication of the New York Association of Life Underwriters. He was editor for two years. He qualified for C. L. U. in 1941.

Mr. Oshin began in the music publishing field in 1926 after attending New York University. He was at one time office manager for Irving Berlin. In 1941 he qualified for the C. L. U. designation.

Mr. Huber and Mr. Oshin were formerly connected with the Einstein-Salinger agency of Mutual Benefit Life in New York City.

John Hancock Mutual Makes Field Changes

John Hancock Mutual Life is effecting several changes on Jan. 1.

Homer C. Wadman, now regional manager of the northern New England territory, has been appointed district manager at Quincy, Mass. Edward H. Duffy, district manager at Quincy, has been appointed regional manager for the northern New England territory. Charles

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ALL AT EXCEEDINGLY LOW COST.

HUGH D. HART
Vice President and Director of Agencies

**Illinois Bankers Life
Assurance Company**

MONMOUTH, ILLINOIS

B. Wylie, assistant district manager at Indianapolis Ind., has been promoted to supervisor of field training for the east central regional territory.

Brynn Vt. State Agent of National

National Life is inaugurating an important change in its organization for the state of Vermont. The entire sales activities in Vermont become under the chief charge of Fred S. Brynn, who has just been released at his request from the office of state administrator of price ad-



FRED S. BRYNN

ministration and rationing. Mr. Brynn's new title is state agent, his office will be in Montpelier at 97 State street, and his jurisdiction covers all general agents and agents who have hitherto been representing the company in Burlington, Rutland, St. Johnsbury and other places.

Faith in the opportunities which are still available to a general agent in war time is evident in Mr. Brynn's acceptance of this position as state agent for he had been offered the choice of this or return to the home office.

Mr. Brynn started as an agent of National Life in Pittsburgh, his home city,

in 1929, and he was highly successful there. In 1930 he became supervisor in Pittsburgh, and in 1931 he was brought to the home office as agency supervisor, and later he was made assistant director of agencies.

The idea of placing Mr. Brynn in this new post of state agent was conceived before the war started, but just before the date set for the announcement President Elbert S. Brigham of National Life received a request from Governor Wills that National Life loan to the state a man who could set up and organize a rationing board in Vermont, as had been requested by the federal government. The company decided that it would temporarily lend Mr. Brynn's services without cost to the state. Accordingly, on Dec. 19, 1941, Mr. Brynn assumed the duties of state tire rationing administrator, on the assumption that it was a temporary appointment, probably for not more than two months. However, Governor Wills twice asked for extension of time, and finally there came the appointment of Mr. Brynn as state director of the Office of Price Administration. Now that the organization has been accomplished and the work has become more a matter of administration, the government has acceded to Mr. Brynn's and the National Life's suggestion that he be allowed to return to the service of the company.

Schreiner Guardian Los Angeles Head

Guardian Life announces a change in the management of its Los Angeles agency.

Charles K. Brust, manager of the agency since 1917, is retiring from active management and his successor is Frederick O. Schreiner, Jr. Mr. Brust will continue with the agency as associate manager, devoting his full time to personal production.

Mr. Schreiner has been a leading producer in the Los Angeles agency since 1927. A graduate of Cornell University in 1923, he entered the field with Guardian a few years later after several years of civil engineering, and established himself as a successful producer.

Mr. Brust, in addition to heading one of the leading agencies of Guardian, has been one of its foremost leaders in personal production, having qualified for membership in all of the company's higher honor clubs, including the Pinnacle, the million-a-year production club. He is a past president of the Los Angeles Life Managers Association.

The Los Angeles agency, together with the San Francisco, Portland and Seattle agencies, is under the general supervision of Nelson F. Davis, Jr., who, in addition to being manager at San Francisco, is supervisor for the coast territory.

Paul B. Banks Takes New Philadelphia Post

Paul B. Banks has become associate manager in Philadelphia of United Ben-



Paul B. Banks

efit Life and Mutual Benefit Health & Accident, under D. S. Walker. Mr. Banks will have charge of the life brokerage department as well as continuing his personal production. He leaves Equitable Society, with which he has been connected for 11½ years. Prior to that he was with National Life for 9½ years.

Mr. Banks is a member of the Millin Dollar Round Table, is a past president of the Philadelphia Life Underwriters Association, past president of the Philadelphia C. L. U. chapter and is regional vice-president of the Pennsylv-

Promoted in N. Y.



JOHN E. SPENCE

John E. Spence, who is succeeding Edward L. Reiley as general agent of Penn Mutual in New York City has had an excellent background of experience, having served with both the Hall and Bethea agencies in supervisory work while at the same time being a \$250,000 producer. He entered life insurance in 1925, going with Penn Mutual in 1930.

vania State Life Underwriters Association.

The Walker agency started from scratch 10 years ago, wrote a volume in 1941 of \$8,800,000 and is well over the \$8,000,000 mark for 1942. The accident and health premium income exceeds \$500,000.

Conley Ft. Smith Chief for Metropolitan: Buhr Kansas City, Kan., Donlon Sedalia

Managerial changes have been made by Metropolitan Life at Kansas City, Kan., Fort Smith, Ark., and Sedalia, Mo.

Webster W. Conley, formerly field training instructor, is appointed manager at Fort Smith. He replaces John R. Buhr who has been transferred to Kansas City, Kan.

John J. Donlon, formerly manager at Kansas City, Kan., is put in charge at Sedalia, replacing Riley G. Cunningham who is on sick leave.

A native of St. Louis, Mr. Conley played professional baseball in the minor leagues for four years after graduating from high school. He became an agent for Metropolitan in St. Louis in 1923. He was promoted to assistant manager in 1928 and was made a field training instructor in 1935. Since December, 1941, he has been acting manager at Sedalia.

Mr. Buhr, also a native of St. Louis, specialized in courses in salesmanship and public speaking, after graduating from high school. He turned to selling as a business career, and after several years experience joined Metropolitan in 1924, in his home city. In 1930, he was made an assistant manager, and in 1941 was appointed manager at Fort Smith.

Mr. Donlon was born in Boston, was associated with Bankers Service Company of New York, Cudahy Packing Company and was for a time chief clerk in the city of Boston Municipal administration. In 1921, he joined Metropolitan in Boston. He became an assistant manager three years later and, in 1928, was appointed a manager. In the latter capacity, he has headed offices in Kansas City, Kan., and two of the 13 district offices in St. Louis.

Hough Heads Home Office Unit

P. B. Hough, Jr., has been appointed manager of United States Life's branch office in the home office building at 101 Fifth avenue, New York City. The agency will specialize in accident and health.

Mr. Hough was previously manager of the insurance department of H. F. Colwell & Sons, New Rochelle, N. Y.

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PENNSYLVANIA

FRANK M. SPEAKMAN CONSULTING ACTUARY

Associate
E. P. Higgins
THE BOURSE PHILADELPHIA

Prior to that he represented Connecticut General Life for several years. He is a graduate of New York University.

Philadelphia Not Baltimore

The National Underwriter inadvertently stated that Edward F. Bailey has been appointed agency manager at Baltimore for Equitable Society to fill the vacancy created by the appointment of Melville P. Dickenson as a naval lieutenant. The change takes place in Philadelphia rather than Baltimore. Mr. Bailey has been with Equitable 23 years and has been a general agent in Philadelphia since 1940.

Fogarty Succeeds Luin

A. D. Fogarty, who has represented Northwestern Mutual Life in Des Moines for 21 years, has been appointed general agent of American Mutual Life in charge of the home office agency. He succeeds Preston Luin, who resigned recently to open a general brokerage office.

Mr. Fogarty has written more than \$5,000,000 in personal business. He was many times a member of Northwestern's Marathon Club.

Ryan to Assist Niemann

Joseph B. Ryan, Jr., has been appointed assistant manager of the Des Moines agency of Bankers Life of Iowa by W. K. Niemann, agency manager.

He has been agency supervisor of the Des Moines agency since 1939 and has been with Bankers Life seven years. He started as an agent at Colfax, Ia. He was a member of the President's Premier Club in 1937 and 1938.

ASSOCIATIONS

Knoxville, Tenn.—At the regular monthly meeting, W. L. Ambrose of Equitable Society, Ralph Talley of Penn Mutual, and J. W. Pigford of Metropolitan Life discussed problems of today facing the agent.

Atlanta—Certificates attesting to 25 or more years in life insurance were presented to 23 men at the December luncheon. The certificates were presented by John A. Jones, with 42 years of service. Others who received certificates were: R. S. Bryant, G. W. Butler, B. L. Hollis, H. I. Davis, H. W. Indell, J. J. McCoonghey, W. H. Cobb, Hanson MacNamara, A. T. Lynch, R. S. Minier, Charles Chalmers, S. L. Daniel, L. J. Levitas, L. C. Allen, Paul Burt, M. O. Nix, N. E. McKay, M. N. Fleming, J. V. Boehm, J. B. Wolfe, Arthur Clark and Frank Davis.

Minneapolis—Harold J. Cummings, vice-president of Minnesota Mutual Life, will speak at the Jan. 14 luncheon meeting.

Emporia, Kan.—Allen Kirkwood spoke at the December meeting on the "Background and Future of Farming." A panel discussion on "Sales Objectives" will be the program for Jan. 9.

Kansas—The officers held a meeting in Kansas City, called by President Jack Kerns, Northwestern Mutual, Pittsburg, to plan activities for the year and name committees. Mr. Kerns, senior vice-president, took the presidency following the resignation of President Walter Leonard of Manhattan to join the army.

Southern Maine—At a meeting in Portland, Lt. Comm. C. J. Zimmerman, former president of the National Association, spoke. Commissioner Perkins was a guest.

San Antonio—The association will hold its annual dinner dance Jan. 8. Mrs. Gladys M. Kirby will be the featured speaker. Ronald Vincent, Travelers, will be in charge of arrangements.

Lead Boston Red Cross Drive

BOSTON—President George Willard Smith of New England Mutual Life has been appointed chairman of the insurance division in the 1943 drive for funds of the Boston metropolitan chapter of the Red Cross. Marshall B. Dalton, president of Boston Manufacturers Mutual, has been named chairman of the fire group and Edward C. Stone, United States manager of Employers Liability, of the casualty group.

Latest Policy Changes

By JOHN H. RADER

The National Underwriter is the only weekly insurance newspaper providing its readers with important last minute policy and dividend changes. Compiled by John H. Rader, National Underwriter statistician, these weekly reports supplement the data contained in the Little Gem, published in March at \$2.50 a copy, and the Unique Manual-Digest, published in May at \$5 a copy.

Home Life, N. Y., Has Modified Form; Show 1943 Scale

A new preferred modified life policy has been issued by Home Life of New York which provides for a low premium for the first five years. In introducing the new policy, Home Life prepared a special client building program form for field men, pointing out the advantages of the policy in aiding prospects in "stretching dollars to solve financial problems" and providing a sales record for the month.

Dividends at age 35 are 1st year \$2.21; 5th, \$2.47; 10th, \$3.31; 15th, \$4.02 and 20th, \$4.49.

Premium Rates

Age	1st 5 Yrs.	After 5 Yrs.	Age	1st 5 Yrs.	After 5 Yrs.
20	\$11.63	\$16.19	33	\$16.03	\$24.80
21	11.89	16.68	34	16.48	25.70
22	12.16	17.20	35	16.96	26.66
23	12.44	17.75	36	17.46	27.67
24	12.73	18.31	37	17.98	28.73
25	13.04	18.91	38	18.52	29.84
26	13.36	19.53	39	19.09	31.02
27	13.69	20.18	40	19.69	32.25
28	14.04	20.86	41	20.31	33.56
29	14.40	21.57	42	20.96	34.95
30	14.78	22.32	43	21.65	36.41
31	15.18	23.11	44	22.38	37.96
32	15.60	23.93	45	23.11	39.62

Home Life of New York is distributing rate book inserts to its agents showing the dividends payable this year on life policies. Illustrative dividends at quinquennial ages for a number of contracts are:

Preferred Life (Regular)

Age	1	3	5	10	15	20
20	\$1.67	\$1.85	\$2.03	\$2.68	\$3.30	\$3.63
25	1.80	1.96	2.15	2.75	3.36	3.70
30	1.93	2.06	2.22	2.81	3.44	3.83
35	2.11	2.23	2.39	2.99	3.67	4.12
40	2.36	2.49	2.66	3.31	4.09	4.64
45	2.66	2.82	3.01	3.74	4.64	5.32
50	2.97	3.15	3.38	4.25	5.31	6.18
55	3.20	3.42	3.71	4.75	6.06	7.13
60	4.63	4.96	5.43	7.09	9.07	10.63

Preferred Life (Spl. 20 Pay Option)

Age	1	3	5	10	15	20
20	\$1.67	\$1.85	\$2.03	\$3.82	\$4.61	\$5.12
25	1.80	1.96	2.15	3.90	4.70	5.27
30	1.93	2.06	2.22	3.92	4.76	5.39
35	2.11	2.23	2.39	4.00	4.91	5.63
40	2.36	2.49	2.66	4.19	5.19	6.03
45	2.66	2.82	3.01	4.46	5.59	6.56
50	2.97	3.15	3.38	4.85	6.13	7.26
55	3.20	3.42	3.71	5.30	6.79	8.04

Life Payable at 85

Age	1	3	5	10	15	20
20	\$2.39	\$2.48	\$2.61	\$3.17	\$3.77	\$4.01
25	2.53	2.60	2.72	3.21	3.74	3.99
30	2.67	2.72	2.80	3.20	3.74	4.00
35	2.75	2.76	2.82	3.23	3.79	4.19
40	2.84	2.84	2.89	3.31	4.02	4.64
45	2.96	2.96	3.02	3.62	4.58	5.49
50	3.21	3.28	3.43	4.28	5.61	6.80
55	3.81	3.97	4.25	5.51	7.18	8.58
60	4.63	4.96	5.43	7.09	9.07	10.63
65	6.12	6.63	7.30	9.32	11.57	13.30

Special 20 Pay at 85

Age	1	3	5	10	15	20
20	\$2.66	\$2.77	\$2.93	\$3.58	\$4.35	\$4.81
25	2.81	2.91	3.05	3.65	4.38	4.91
30	2.95	3.02	3.14	3.68	4.46	5.06
35	3.03	3.07	3.17	3.75	4.59	5.37
40	3.11	3.14	3.24	3.86	4.89	5.96
45	3.21	3.25	3.38	4.17	5.44	6.72
50	3.43	3.54	3.74	4.78	6.36	7.87
55	3.97	4.17	4.49	5.90	7.76	9.39
60	4.72	5.07	5.56	7.31	9.39	11.07

20 Year Endowment

Age	1	5	10	15	20	20 Yr.
20	\$3.22	\$3.58	\$4.43	\$5.50	\$6.41	\$120.17
25	3.31	3.65	4.46	5.54	6.55	121.77
30	3.40	3.68	4.46	5.61	6.75	123.31
35	3.42	3.65	4.46	5.70	7.01	124.50
40	3.42	3.65	4.51	5.89	7.38	126.89
45	3.46	3.71	4.70	6.27	7.92	133.27
50	3.60	3.98	5.18	6.98	8.72	144.93
55	4.08	4.64	6.14	8.13	9.89	168.42
60	4.75	5.63	7.42	9.54	11.29	199.62

Endowment at 65

Age	1	5	10	15	20	20 Yr.
20	\$2.48	\$2.71	\$3.29	\$3.94	\$4.26	\$344.45
25	2.64	2.85	3.38	4.00	4.35	289.56
30	2.82	2.98	3.46	4.12	4.56	241.78

Age	1	5	10	15	20	Accum.
35	2.97	3.08	3.62	4.39	5.09	139.84
40	3.14	3.29	3.95	5.02	6.10	163.69
45	3.46	3.71	4.70	6.27	7.92	132.58
50	4.06	4.65	6.26	8.62	...	195.25
55	5.50	6.78	9.56	81.50

Federal Adopting 3 Percent Basis

Federal Life of Chicago Jan. 1 is beginning to issue both participating and nonparticipating policies on American experience 3 percent interest basis. The participating department was cut to three leading policies—ordinary life, 20 payment life and 20 year endowment. Several less popular forms have been dropped from the nonparticipating department. These include annual premium endowment, all single premium endowments and the endowment annuity 55 and 20 payment endowment annuity 60, male and female.

New Contracts Added

In the juvenile department, an endowment age 85 has been added. A family policy on the 20 payment endowment 85 plan is a new addition, covering all members of the family. Heretofore, this was written only on the continuous premium endowment age 85 plan. Rates on some of the more popular nonparticipating forms are:

Age	20 End. Age 85	20 Pay End. Age 85	End. Age 65	Low Cost 65	5 Yr. Term
15	\$14.07	\$22.69	\$15.50	\$13.29	\$20.02
20	15.75	24.72	17.81	14.72	23.03
21	16.13	25.15	18.33	15.04	23.74
22	16.52	25.59	18.88	15.38	24.48
23	16.93	26.04	19.46	15.74	25.27
24	17.36	26.50	20.08	16.11	26.09
25	17.80	26.97	20.71	16.51	26.97
26	18.27	27.47	21.39	16.92	27.90
27	18.76	27.98	22.12	17.35	28.89
28	19.27	28.51	22.89	17.81	29.93
29	19.82	29.03	23.71	18.28	31.04
30	20.39	29.63	24.58	18.82	32.23
31	21.01	30.23	25.51	19.39	33.49
32	21.66	30.86	26.50	20.00	34.84
33	22.34	31.52	27.57	20.64	36.29
34	23.07	32.20	28.72	21.33	37.83
35	23.83	32.93	29.95	22.04	39.49
36	24.64	33.67	31.27	22.81	41.28
37	25.50	34.46	32.69	23.61	43.19
38	26.40	35.28	34.23	24.47	45.27
39	27.35	36.13	35.88	25.36	47.51
40	28.37	37.03	37.67	26.31	49.94
41	29.45	37.97	39.61	27.32	52.60
42	30.58	38.94	41.73	28.38	55.49
43	31.78	39.97	44.03	29.51	58.66
44	33.04	41.04	46.55	30.69	62.13
45	34.40	42.18	...	31.94	65.98
46	35.82	43.37	...	33.27	70.24
47	37.32	44.60	...	34.68	75.00
48	38.92	45.92	...	36.16	80.31
49	40.61	47.29	...	37.74	86.29
50	42.41	48.75	...	39.41	93.07
55	53.16	57.41	...	49.33	147.33
60	67.82	69.22	...	62.62	...

Atlantic Leaves Participating Field

Atlantic Life has discontinued the issuance of participating insurance. The company has been writing participating business on only three plans for the past three years and for 1942 only 2 per cent of the entire business written was on the participating plan.

A new rate book has been compiled but carries very few changes for nonparticipating insurance. A rate change has been made in the younger ages under the life paidup at 60 and 65 and endowment 65. The juvenile 20 payment endowment age 85, providing full benefit at age 5, has been revised. Cash surrender values have been increased up to the nineteenth year for the 20 payment endowment 85 policy and a slight change

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CENTRAL LIFE Insurance Company

of Illinois

211 W. Wacker Drive, Chicago

ALFRED MACARTHUR, President

has been made in the cash surrender values for the nineteenth and subsequent years on the guaranteed retirement income contracts.

Conn. Savings Bank Dividends

Dividends payable on first anniversary of policies issued in 1942 by the savings banks of Connecticut are on the schedule listed below. The Savings Banks Life Insurance Fund of Connecticut began operation Jan. 1, 1942. Dividends are payable at the end of first policy year and are not contingent on payment of the second year premium. The dividends may be taken in cash or used to reduce premium, accumulate at interest, or purchase participating paid-up additions.

Age	Ord. Life	20 Paid up	20 Pay at Year	20 End. 65	5 Term
1 to 9...	\$1.69	\$1.26	\$2.08	\$2.29	\$2.27
10.....	2.06	1.83	2.45	3.06	2.42
15.....	2.14	1.94	2.52	3.26	2.28
20.....	2.18	2.00	2.55	3.26	2.30
21.....	2.22	2.07	2.57	3.23	2.32
22.....	2.25	2.13	2.62	3.21	2.35
23.....	2.26	2.19	2.64	3.19	2.40
24.....	2.31	2.25	2.67	3.19	2.41
25.....	2.32	2.33	2.70	3.15	2.43
26.....	2.37	2.40	2.74	3.16	2.49
27.....	2.41	2.47	2.78	3.15	2.55
28.....	2.46	2.56	2.84	3.15	2.59
29.....	2.52	2.65	2.90	3.17	2.66
30.....	2.55	2.71	2.94	3.14	2.68
31.....	2.58	2.78	2.97	3.12	2.71
32.....	2.64	2.87	3.02	3.14	2.76
33.....	2.69	2.97	3.07	3.16	2.82
34.....	2.75	3.06	3.14	3.18	2.90
35.....	2.82	3.16	3.23	3.23	2.96
36.....	2.89	3.28	3.32	3.29	3.07
37.....	3.00	3.42	3.42	3.36	3.17
38.....	3.09	3.57	3.56	3.46	3.28
39.....	3.18	3.69	3.66	3.54	3.42
40.....	3.22	3.77	3.73	3.57	3.46
41.....	3.25	3.84	3.81	3.59	3.52
42.....	3.28	3.89	3.87	3.63	3.57
43.....	3.31	3.96	3.95	3.68	3.64
44.....	3.33	4.03	4.03	3.72	3.72
45.....	3.37	4.10	4.14	3.80	3.81
46.....	3.41	4.16	4.24	3.86	3.92
47.....	3.45	4.24	4.35	3.90	4.03
48.....	3.48	4.30	4.50	3.96	4.15
49.....	3.51	4.36	4.65	4.02	4.26
50.....	3.55	4.50	5.61	4.12	5.05
55.....	3.82	2.67
60.....	4.12

Globe Life Issues New Investment Form

Globe Life of Chicago has brought out a new policy called Globe Assured Annuity. It provides a systematic method of accumulating through monthly payments for 132 months, a fund to provide a life income. Normal maturity is at the time 132 monthly payments have been made but the payment period may be extended for an additional 60 months. After 132 monthly payments have been made, insured may elect option of \$1,000 in cash; an income for a fixed period of from one to 30 years; a monthly life income, 10, 15 or 20 years certain; allow cash proceeds to remain on deposit at 2½ per cent interest for a period not longer than 30 years; leave principal sum on deposit at interest. Premiums per \$1,000 are as follow:

Age	Prem.	Age	Prem.	Age	Prem.
0.....	\$89.70	29.....	\$90.30	42.....	\$92.35
5.....	89.73	30.....	90.36	43.....	92.68
10.....	89.80	31.....	90.44	44.....	93.05
15.....	89.90	32.....	90.52	45.....	93.46
20.....	90.02	33.....	90.63	46.....	93.92
21.....	90.04	34.....	90.76	47.....	94.43
22.....	90.07	35.....	90.90	48.....	94.99
23.....	90.10	36.....	91.05	49.....	95.61
24.....	90.12	37.....	91.19	50.....	96.30
25.....	90.15	38.....	91.37	55.....	100.87
26.....	90.17	39.....	91.57	60.....	107.56
27.....	90.20	40.....	91.81
28.....	90.24	41.....	92.06

London Life's Dividend Scale

In the first dividend scale change made by London Life of Ontario since 1938, a slight reduction is made for 1943. This decrease amounts to approximately 50 cents per \$1,000. Divi-

dend accumulations and withdrawable funds left with the company will receive interest at the rate of 3½ percent and non-withdrawable funds will receive 3¼ percent.

N. Y. Life Is Continuing Its Dividend Scale

NEW YORK—New York Life will continue its present scale of annual dividends for 1943, the amount to be distributed being estimated at approximately \$32,000,000. Action of the directors is subject to the customary February ratification based on final results of the year's operations. As in 1942, interest paid on funds held as a result of matured life insurance and annuity contracts and on cash dividends left with the company to accumulate at interest will be at the rate of 3 percent, or the guaranteed rate if higher.

Volunteer State Increases Rates

Volunteer State has considered it advisable to increase premium rates on most of its contracts.

Interest guaranteed on settlement options in the new policy forms adopted Jan. 1 is 3 percent on all but the interest income option. This option is guaranteed 2½ percent interest; however, 3 percent is to be paid for 1943.

Single premium immediate annuities are revised to conform to Tables 1 and 2 of the 1942 Unique Manual-Digest. This is the basis used by approximately 40 percent of the companies.

To the list of policy forms written by the company has been added double protection for 15 and 20 years, double protection to age 65 and a paid-up at age 65 contract. Annual premium retirement annuity has been dropped from the rate book.

Five and 10 year term rates and the family income agreement rates remain unchanged; rates for the term to 60 and 65 remain the same for the younger and older ages but ages 31 to 44, inclusive, are charged a slightly higher premium.

Manufacturers Makes Changes

The new rate book of Manufacturers Life of Toronto becomes effective Jan. 15.

All participating premiums have been increased, no change has been made in surrender values. The announcement is: "Except for term plans, the basis for calculating non-participating premiums has been revised. As in the case of participating plans, the increase is relatively small on the whole life plan and

greater on those plans containing a higher investment element. In the case of certain income plans, however, little or no increase has been made and in some cases even a small decrease, since premiums for these plans had already been increased substantially.

"No change has been made in single premiums for life and endowment plans.

"Ten years is now the minimum period for all annual premium policies including limited payment life, endowment, protective life income, life income and guaranteed retirement pension policies, and under the last plan no optional income will be available until 10 years from issue.

"In view of the fact that the new premiums are being adopted in January, the 1943 dividend booklet has been prepared primarily for use in connection with policies issued at these premium rates." Samples of these dividends are shown herewith.

Whole Life					
Dividends End of Year					
Age	1	5	10	15	20
20.....	\$ 2.02	\$ 2.11	\$ 2.23	\$ 2.38	\$ 2.54
25.....	2.28	2.38	2.53	2.70	2.89
30.....	2.63	2.76	2.94	3.14	3.36
35.....	3.04	3.20	3.41	3.64	3.88
40.....	3.55	3.74	3.99	4.24	4.50
45.....	4.06	4.28	4.57	4.85	5.12
50.....	4.58	4.83	5.15	5.46	5.74
55.....	5.09	5.38	5.74	6.07	6.38
60.....	5.61	5.94	6.33	6.67	6.97

20 Payment Life					
20.....	\$ 2.04	\$ 2.22	\$ 2.46	\$ 2.75	\$ 3.09
25.....	2.30	2.49	2.77	3.10	3.47
30.....	2.66	2.87	3.19	3.55	3.96
35.....	3.06	3.31	3.66	4.05	4.50
40.....	3.57	3.85	4.23	4.66	5.15
45.....	4.08	4.39	4.80	5.26	5.79
50.....	4.59	4.92	5.36	5.84	6.41
55.....	5.11	5.46	5.92	6.41	7.03
60.....	5.62	6.00	6.47	6.97	7.63

20 Year Endowment					
20.....	\$ 2.09	\$ 2.48	\$ 3.03	\$ 3.69	\$ 4.46
25.....	2.34	2.73	3.28	3.94	4.71
30.....	2.69	3.08	3.63	4.29	5.06
35.....	3.10	3.48	4.04	4.69	5.46
40.....	3.60	3.99	4.54	5.18	5.96
45.....	4.10	4.49	5.04	5.67	6.46
50.....	4.61	5.00	5.54	6.16	6.96
55.....	5.12	5.51	6.04	6.64	7.46
60.....	5.63	6.03	6.54	7.11	7.96

Life Income at 65—Male					
20.....	\$ 2.04	\$ 2.20	\$ 2.43	\$ 2.69	\$ 3.01
25.....	2.30	2.50	2.78	3.11	3.49
30.....	2.66	2.91	3.26	3.68	4.15
35.....	3.08	3.39	3.84	4.36	4.98
40.....	3.60	4.01	4.59	5.28	6.11
45.....	4.14	4.69	5.48	6.44	7.61
50.....	4.70	5.49	6.66	8.11
55.....	5.31	6.61	8.61

Protective Life Income at 65—Male					
20.....	\$ 4.06	\$ 4.24	\$ 4.52	\$ 4.84	\$ 5.20
25.....	4.56	4.80	5.14	5.52	5.96
30.....	5.28	5.58	6.00	6.46	6.98
35.....	6.10	6.48	7.00	7.56	8.18
40.....	7.12	7.60	8.26	8.96	9.74
45.....	8.16	8.78	9.62	10.56	11.64
50.....	9.22	10.08	11.24	12.64
55.....	10.34	11.68	13.64

Mutual Benefit Keeps Scale

No change is being made by Mutual Benefit Life in its dividend scale for 1943. The interest rate is 3.25 percent on policy proceeds and 3 percent on dividends left to accumulate.

The Little Gem Life Chart will give you the "dope" on more than 160 life companies and their contracts. \$2.50 from National Underwriter.

Assured Is Held Not in Violation of Any Law Following an Attack

The Louisiana court of appeals, second circuit, affirmed the lower court in Lafield vs. New York Life. The beneficiary instituted the suit to recover under the double indemnity provision, the policy being issued to her husband, who died as the result of a bullet wound inflicted by one Brown. Lafield and Brown were seen wrestling in a vacant lot and during the struggle Lafield cut Brown with a pocket knife.

At the conclusion of the struggle, Lafield started walking toward his parked car and had almost reached it when Brown, who followed him, fired a shot into his back, calling, "You can't cut me and get away with it."

Places Burden on Plaintiff

The court held that the plaintiff had the burden of proof in establishing that the death was the result of an accident and that when this fact was established the burden then shifted to the company to show by a preponderance of the evidence that the loss arose from a cause for which it was not liable or from a cause which limited its liability. The plaintiff was held to have sustained her burden of proof and the question presented was whether the company had sustained the burden of proving that the death was due to a violation of the law by the insured and its liability was limited to the face value of the policy. The court held that the company failed to sustain the burden of proof in this respect. Where the assured abandons an assault, and while in good faith was retreating to avoid further difficulty, is killed by his adversary, the death is not in violation or attempted violation of any criminal law, the court decided. Judgment, therefore, in favor of the plaintiff was affirmed.

Harrington's Recommendations

Commissioner Harrington of Massachusetts has recommended to the Massachusetts legislature a number of insurance measures, including qualifications for admission of fraternal to the state, powers and duties of fraternal, penalty for altering records of a fraternal, regulations for charges and fees on insurers, disbursements by fraternal, charges by the state for valuation of annuities, granting of total and permanent disability benefits by life companies, giving notice of accidents caused by defects in ways and premises, computation of reserve liability of life companies and non-forfeiture benefits under life policies.

DO YOU believe in YOU?

Lutheran Brotherhood is looking for a man who is not afraid to step out of a rut and try something new—who has enough faith in his own sales ability to be willing to enter a new and highly selective field of insurance selling. If you have that confidence in yourself—and are a Lutheran—your opportunity with Lutheran Brotherhood will be limited only by your own effort. Find out about the L-B plan and the many attractive features it offers. Write stating age and experience.


LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS
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606 Second Avenue So. Minneapolis, Minnesota

CONSERVE your TIRES
...and **SHOES**
with Hotel Mayfair's central
downtown location...also
save time and energy...stop
at...
HOTEL Mayfair ST. LOUIS
Over 50% of all rooms \$3.50 or less single

**THE LEADER
IN
ITS FIELD!**

AID ASSOCIATION for LUTHERANS
APPLETON, WISCONSIN



LEGAL RESERVE FRATERNALS

Royal Neighbors Now Issues New Juvenile Endowment

Royal Neighbors, Rock Island, Ill., now is writing a new juvenile 20-year endowment certificate. It is issued in amounts of \$500, \$1,000, \$1,500 and \$2,000, from birth to insuring age 15, with some variations in amounts and ages to meet requirements of states in which the society operates.

The society's 500 field workers now have a well-rounded program of juvenile insurance, the other juvenile plans being modified whole life payment, whole life payment and 20-year payment.

The new juvenile endowment plan has cash surrender, paid-up endowment, extended term insurance and cash loan values, and dividends are available after the certificate has been in force two or more years. The premiums are based on American experience 3 percent table.

Christmas Gift Distribution Started by Biggs Continues

Thirteen years ago, Charles L. Biggs, supreme record keeper of Maccabees, initiated gifts of money to employees at Christmas time, and each year personally delivered the envelopes. They were distributed this year by his secretary, Evelyn Hazelton. He died just before Christmas.

Mr. Biggs in early life was determined to win a law degree. He taught school, started a bicycle manufacturing business, and entered Maccabees field work to earn money to finance his further education. He attended Baldwin University

and Cleveland College of Law, and was admitted to the bar of Ohio. Until 1929 he was a member of a prominent Cleveland law firm. Then he was elected supreme record keeper, a full-time post.

Funeral services were held last week in Detroit with the Rev. Merton S. Rice, Metropolitan M. E. church, a life-long friend, in charge. Hundreds of Maccabees attended. Interment was at Akron, O.

Sipola District Manager

J. A. Sipola has been appointed district manager at St. Paul for Maccabees. Formerly he was a deputy working out of Duluth.

Twin City Club Meets Jan. 15

At a meeting Jan. 15 the Twin City Fraternal Life Club will try the plan of having a question box instead of a regular speaker. A Christmas party was held.

Another Wins F. I. C. Degree

The degree of F.I.C., Fraternal Insurance Counsellor, has been conferred on a third member of the field department of Royal Neighbors, Mrs. Daisy C. Heath, Essexville, Mich., state supervisor. The other two are from Illinois, Mrs. Edna Taylor, Petersburg, and Mrs. Margaret M. Konchina, Staunton, district deputies. Mrs. Heath has spent nine years in Royal Neighbors' field department, as district deputy 1933-1937 and for the last five years as Michigan state supervisor.

Edward P. Adang, Catholic Order of Foresters, Chicago, has been awarded the F.I.C. degree by the Fraternal Field Managers Association.

Study Report on Manpower Question

(CONTINUED FROM PAGE 1)

such transfers. However, the committee states, there should be some means whereby such transfers can be prevented and it suggests that no insurer be permitted to accept business transferred from another unless the other insurer has demanded an increased rate of premium or some other material change in the terms and conditions of the policy or has failed to make use of a reasonable opportunity of establishing before referees that the transfer is not necessary. Marine insurance would have to be excepted from this provision as the time factor would make its application impractical.

Also the establishment of new insurance undertakings and the expansion of the fields of existing undertakings should be prohibited except with the consent of the Board of Trade.

Concentration Not Favored

The committee expresses the belief that there can be little immediate saving in manpower resulting from concentration amongst the various companies. Nevertheless the committee suggests that this aspect of the matter should be pursued in consultation with the Board of Trade and the Minister of Labor and National Service. The committee suggests that there might be a saving of personnel by further consolidation of insurance undertakings at present working as separate entities but under the same financial control. Where foreign business is concerned, the committee states, it is essential to maintain the facade with which the assured is acquainted and frequently the separation between the different entities goes no deeper than this.

The committee states it recognizes that the recommendations may have an adverse effect on the stability of companies that have limited resources and it may be desirable that the Board of Trade consider the necessity of taking

statutory powers to enable them to meet the emergency.

In some sections of the insurance industry the working day is shorter than in other comparable occupations, according to the committee. Wastage in this direction should be eliminated.

As to male staff now deferred, the insurance industry should aim at making a further contribution of from 10 to 20 percent, according to the committee. The representative bodies of the industry should report periodically on their progress to the Board of Trade.

The personnel engaged in ordinary insurance at the outbreak of war was about 46,000 men and 24,000 women, the committee stated. In the early part of 1942 the total number of men employed was 25,000 but at least half were under 18 or over 41, and of the other half about 20 percent were awaiting call. The number of women employed had increased to 29,000 of whom 8 percent were awaiting call.

The committee set forth certain guiding principles such as that the principal classes of ordinary insurance are essential to the community under present conditions and should be maintained on a sufficient scale, particularly the technical experience of the fire companies in the matter of fire prevention storage and salvage; that the position of British insurance in foreign markets should be maintained at any reasonable cost as representing a substantial and economical and visible export; that the facilities for adequate marine insurance should likewise be maintained if possible at such a pitch of efficiency as will not only cope with present needs but be ready for immediate expansion to meet the needs on the cessation of hostilities; that the force available to administer the various war damage schemes must be sufficient to insure the reasonably prompt settlement of claims.

As to industrial life insurance the

IT'S EQUIPMENT THAT WINS BATTLES

.....and Prospects!

With life insurance salesmen and armies—it's equipment that counts. "Getting there fustest with the mostest men" is no longer enough in modern warfare. Life insurance salesmen, too, need to do more than be first on the scene. Today's buyers are discriminating, with a sound idea of what they want. The man with the most to offer wins the sale.

Maccabees field representatives have the extra equipment they need to win their daily sales competitions. A sound, efficient Home Office management works constantly to provide them with "extra equipment" in the form of better and more attractive plans of protection to offer the public.

THE MACCABEES

5057 WOODWARD AVE., DETROIT, MICH.

Building Democracy—

SINCE 1883, Modern Woodmen of America has been a vital force in strengthening the economic and moral fiber of the nation. More than \$638,000,000 paid in benefits has kept family ties intact in countless American homes. Thousands of communities have benefited through financial assistance given unfortunate members. Teachings of the Society's Ritual stimulate patriotism and serve as a reminder of the duties and obligations of citizenship.

Down the years the Society and its local Camps have served democracy by accepting responsibility toward members, the community and the nation. Its program for nation wide sponsorship of Boy Scout troops is evidence that the Society will continue to build democracy by training boys for future citizenship.

MODERN WOODMEN OF AMERICA

(A legal reserve fraternal life insurance Society)

Assets exceed \$101,000,000

HEAD OFFICE

ROCK ISLAND, ILL.



committee stated it was unable to find any room in the industry for the saving of manpower from the agency or sales organization. Much has already been done by the industry in the reduction of staff. The committee believes that by following certain recommendations a further 15 percent could be spared. An essential feature of industrial insurance is that the premiums are collected by agents from the houses of the policyholders at intervals of less than two months, the committee observed. The agent is the normal means of contact between the policyholder and the office and claims are usually paid at the houses. Frequently the agent is also the agent for the policyholder's other insurance business including war damage insurance and for his national health insurance business. There are about 90,000,000 paying policies of industrial insurance and about 16,000,000 fully paid up policies.

In 1942 about £77,000,000 were collected in premiums. Since the war there has been a considerable increase in the volume of business and collection of premiums. This has had to be met by a greatly reduced staff. As thrift organizations, the industrial offices are doing valuable work in encouraging small savings and making them available in large sums to the government. This process has the effect of withdrawing from the public a large volume of purchasing power that would otherwise tend to promote inflation. The Industrial Life Offices Association companies have invested more than £70,000,000 in new issues of British government stocks since the war to March, 1942.

Doesn't Favor Relaxation

The committee reached the conclusion that relaxation of statutory obligations imposed on the industry would not release much manpower and would weaken the safeguards to the public.

The committee also expressed the belief that it would be undesirable and impracticable to put into effect a system of inter-company concentration. The industries that so far have been concentrated have in the main been those engaged in the manufacture or distribution of commodities in regard to which each transaction is usually completed either forthwith or over a short period. Life insurance contracts are for a long term and the obligations remain to be performed by both parties for many years to come. Also it has usually been the object of concentration to restrict the output and concentration has been made possible because of the contraction in the industries concerned. Insofar as industrial insurance is concerned not only has there been a substantial increase of business but a considerable decrease in lapsing of policies so that the volume of premiums collected has greatly increased. But the greatest obstacle to concentration is the absence of uniformity of practice among the companies and the committee expresses the belief that this existing absence of uniformity should not be forcibly interfered with. Any large measure of inter-office concentration, according to the committee, would probably for many years at least result in an increase rather than a diminution of the total personnel of the industry.

The industrial assurance (national service) advisory committee meets each month to consider cases put forward by

the companies for deferment for recommendation to the Ministry of Labor and National Service through the industrial assurance commissioner. In only three cases has the Ministry of Labor and National Service not endorsed the recommendations of the committee. The advisory committee follows certain guiding principles that are not, however, automatic. For instance, no individual is recommended for deferment unless he is a district superintendent, district manager or higher official age 35 and over; assistant superintendent and assistant district manager age 35 and over where the industrial weekly debit is £200 or over or where the area covered by the district is over 10 miles in radius.

N.A.M. Criticises TNEC Monographs

(CONTINUED FROM PAGE 1)

initial bias by their authors against the individual enterprise system that they cannot be regarded as impartial and valuable studies.

It was evidently felt that the life insurance companies stated their position so adequately that nothing was added to their statement.

Drew Unsupported Conclusions

"These monographs contain a wealth of information and statistical tables which make them valuable books of reference," the study says. "Many, but not all, of these monographs are impregnated with hostility to corporations and individuals of wealth. These reviews expose those statements and conclusions which, in the opinion of the reviewers, are fallacious or unsupported by evidence. It was a favorite trick of some of the monograph authors to present a vast array of evidence and then to draw conclusions which were not supported by the evidence. The monographs vary greatly in quality; they run the gamut from scholarly and comprehensive exposition to political claptrap."

The use of page headings at the top of each page of each monograph titled "Concentration of Economic Power" is criticised by Mr. Sargent and Mr. Scoville as follows:

"Power is concentrated in nearly every phase of life. In the Catholic church great power is concentrated in the Pope; in an army, great power is concentrated in the commander-in-chief; in a monarchy, great power is concentrated in the king; in our republic, great power is concentrated in the President; in labor unions, great power is concentrated in two or three individuals; on ships, the captain is in supreme command. We even have baseball czars and moving picture czars. In our war effort it has been necessary to do away with the diffusion of power among various boards and offices to concentrate power in a few individuals.

Competency Is Basic Consideration

"Since concentration of power in industry is less pronounced than in government, in labor unions, in the church, or in the army, why all the 'fuss and feathers' over the concentration of economic power? The main question would seem to be, not is power concentrated, but are the holders of this power morally and intellectually competent? No one objects to having a ship run by the captain rather than by a committee of the

sailors, but the passengers want to be sure that the captain understands navigation. Large corporations are necessary for economical production. The operations must be directed by some individual or group of individuals. Whether one person or many persons are directing the operation is of less importance than the competence of the directing power, and whether that position has been attained as the result of ability and accomplishment, or as a result of demagogic appeal or dictatorial ruthlessness. If we are to form correct ideas about social organization, we should study the concentration of power in all fields, and not just the concentration of economic power.

Split Political Powers

"The founders of this country feared the concentration of political power, and they split the power three ways. The present administration in Washington has increased the power of the executives at the expense of the judicial and legislative branches. It has also increased the power of the federal government at the expense of local government. The dangers of such power-shifts are indicated in the following statement made by Senator O'Mahoney, May 25, 1942, when opposing extension of gasoline rationing to the entire country: 'Perhaps the principal source of this trouble is that congress has surrendered too much of its authority to executives who don't understand conditions in the country. The same difficulty applies to many of the efforts to blueprint society from college armchairs or Washington desks—which many of the TNEC monograph authors apparently seek to do.'"

Mr. Sargent and Mr. Scoville give credit to several statistical and economic studies in the monographs, but in the main, they declare that the taxpayers got very little for the money spent in preparation of their 12,400 pages. They conclude that the TNEC did not establish the thesis that the concentration of wealth or the concentration of economic power is a cause of depressions.

That Life Insurance Has Gone to War Is Shown

(CONTINUED FROM PAGE 2)

belief, it is not likely that the field forces will be depleted through suggested or enforced transfers to more essential industries. If the essential character of life insurance in the present crisis is not understood, it would not be difficult to explain or clarify it.

Measure of Economic Security

Every life insurance contract sold is a measure of economic security for someone, and every dollar so set aside is withdrawn from the inflationary stream and finally is invested, either directly or indirectly, in the nation's war effort.

Besides selling new life insurance, the field men must be depended upon to service billions of dollars of business on the books and millions of policyholders. To neglect either one of these duties, af-

fecting nearly every American, would be little short of a national tragedy, and it should not happen.

Although the taxes of individuals have gone up \$15,000,000,000 during the last three years, their incomes have increased \$45,000,000,000 in the same period.

Late figures put the total income of individuals last year at \$117,000,000,000. Out of this income, they paid \$16,000,000,000 in Federal, State and local taxes, while consumer goods and services cost them \$80,000,000,000. Americans were thus left some \$21,000,000,000, one-half of which they invested in war bonds.

Conservative estimates have placed the 1943 "inflation gap" at above \$40,000,000, or about double the margin last year. Higher national income and lowered outlays for consumer goods and services will mainly contribute to this tremendous unspendable fund.

It is obvious that measures far beyond those already taken for voluntary savings will become necessary to withdraw and immobilize this vast reservoir of unspendable money. Compulsory savings in war bonds will probably be adopted in order to siphon off a large part of the excess funds, but the people must also be encouraged to put some of their savings in life insurance and other sound investments. This is based on a fundamental concept of the capital system that something must be saved out of today's income to provide for tomorrow's needs.

Future of Life Insurance

Life insurance is interwoven with America's democratic processes. It is part and parcel of the established system of free enterprise.

Throughout its long history, life insurance has been war-proof and depression-proof. The prudent investment of billions of dollars of policyholder funds is the cornerstone on which it has been built. Its management has been characterized by men of vision and integrity.

In the hour of national peril, America's life insurance companies stand ready to pledge their all for the preservation of the people's freedom and liberty. The obligations of the Government to prosecute the conflict until victory has been won must be supported and sustained.

The financial outlays of the conflict are tremendous and may become burdensome on all. It is certain, however, that a large proportion of the outlays will be recaptured by the people through savings. Life insurance also will be a bulwark in meeting any critical period.

Whatever impacts the war may bring, nothing must interfere with its determined prosecution and the eventual victory of our arms. American life insurance will rally its forces to that end. It looks forward to the peace eagerly and with confidence.

C. S. Elliott, founder and chairman of the Buffalo Agency of Calvin S. Elliott Company, which had represented Travelers for 51 years, died at his home in Greenwich, Conn.



**The Colonial
Life Insurance Company
of America**

"A Public Servant Since 1897"

Protection for Today—
Security for Tomorrow—

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THE HOME LIFE INSURANCE COMPANY OF AMERICA

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Home Life agents are equipped to serve every need for life insurance. Modern policies are issued, on both Industrial and Ordinary plans, from birth to 64 next birthday.

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Independence Square

Philadelphia, Penna.

Sales Ideas and Suggestions

Plans Used by Louisville Agent in Dislocated Days

LOUISVILLE—One of the serious minded and coming young life men in the Louisville area is Chester B. Hall, agent in the Dennis & Brown agency of Mutual Benefit Life.

He is just in his third year in life insurance. He admits that for the first few months he was engaged chiefly in lining up a program and didn't actually write much business, but at that for seven months he had \$48,000. His second year he wrote \$120,000 and this year has written greatly in excess of that amount.

Business Well Written

That his business has been well written is evidenced by the fact that he has had but two lapses, one of \$5,000 and one of \$1,000, and is now writing additional business for a number of his assured.

Mr. Hall, who celebrated his 34th birthday this year, graduated from Centre College, Danville, Ky. He spent six years with the real estate department of the Fidelity & Columbia Trust Co., but figured that there was not a great future to real estate and that he had better connect with a business that he could make his life's work.

Mr. Hall has developed his business chiefly on family insurance, featuring income extension and retirement, and going after the young married man, feeling that they make the best prospects. He also believes that under present conditions in the agricultural field the farmer is an unusually good prospect, in that farmers are making money and have an inheritance tax problem to consider, which may prove a very serious one for the farmer's family in event of death. Recently he has been doing some special work with other agents in rural sections in the interest of developing farmer business.

Methods of Approach

He feels it is essential to stay away from high pressure selling methods, and to endeavor to show the prospect that the agent is seeking to aid in solving his problem or problems.

The class of people he contacts are generally those with bank accounts, perhaps a savings account, and he endeavors to develop the thought that in reality they are merely transferring a part of their cash balance from one account to another, when they transfer it from their bank to the Mutual Benefit Life, in that they probably do not need as much actual cash in the bank anyway.

Mr. Hall for many years has been active in Boy Scout work, and also in church work and in one of the largest fraternal orders, although he admits that he has never used these connections as much as he probably should, but that they all develop contacts with future business and professional men, who later on will be insurance buyers. In his church work he teaches in Sunday school among other things.

As to arguments that may come up to the effect that prospects need surplus cash for war bonds, etc., Mr. Hall carries a \$1,000 war bond with him, and encourages their purchase. He has been active himself in sale of bonds, and shows prospects that he buys them himself.

Regarding men entering military service, he advocates that they purchase all the insurance they can get, in that many of them will come back from the service in physical condition that might

prevent them from being able to secure additional life insurance.

He also argues that in purchasing the type of insurance he suggests that they carry, they are developing a high cash value, wherein the first paid premium will be sufficient to carry them at least a second year, if they are in active service.

Normally Mr. Hall's first interview is merely to get acquainted and with no real effort to make a sale. He says sales are few and far between on the first interview, but that normally he gets many policies on his second trip.

Getting acquainted with new prospects presents many problems. However, in a defense city like Louisville there are a lot of new people coming in to take important posts in the engineering, chemical, management and other divisions of such plants.

Plans Program Monthly

Mr. Hall generally plans his program about a month in advance, selecting his prospects, getting all the information on

them that he can, and giving the prospect careful study—especially the prospect's problems—before making the first call. He has a carefully planned follow up system, using card index.

Last February he called on a prominent and coming young business executive, had a very satisfactory interview, found that the prospect was interested, and told him he would work out a program suited to the man and his family connections.

He did not want to rush the prospect too much and waited. Then he picked up a newspaper and read where the prospect had died in early April from a heart attack.

Shortly afterward he received a call from the widow, desiring to know if he had written any insurance on her husband, as the agent's letter was in her husband's personal effects and indicated rather clearly that a plan of insurance was in the making. She knew very little about her husband's personal affairs, but figured that if he had kept the letter, he was serious in his intent. Unfortunately no business had been written.

Here was a case in which he would have really rendered an important service if he had followed through more quickly and the prospect had been insurable.

Successful Technique for Reaching the War Worker Is Set Forth

NEW YORK—Selling the defense worker is the same old story that there was prior to the war, according to James E. Henderson, Allen & Schmidt agency, New England Mutual here. Prospecting, then as now, is the key to all effort and the successful agent who was an expert at prospecting then must be so now. He admits that there is difficulty in getting a list of employees in actual war industries. Even if a person engaged in such work is an intimate friend of the agent, he is not permitted to disclose such a list of names. Plants are surrounded by police and private detectives and it is impossible to approach the worker at his factory. The question is then, how can an agent get the names?

Mr. Henderson said that the agent must approach his existing centers of influence, his policyholders, asking them if they know of anyone employed in war work, the home address, and whether employed on the day or night shift. These questions are necessary as well as the usual questions about the names and ages of his wife and children.

Meeting the Wife

After getting the name, the agent should make a call at the home to meet the wife, rather than for the purpose of finding the man in. A defense worker, Mr. Henderson said, is slightly different from the white collar type who is accustomed to making decisions on his own. He won't make a decision without his wife and the agent must win the esteem and friendship of his wife. After this is done, it is essential to find out the best time of the day when the husband is relaxed and not on his way out to work, to a bath, etc. An interview with the husband should be arranged for that time and it is well to have both husband and wife present generally so that the agent can address both of them jointly.

In talking to the prospect, Mr. Henderson said that the agent should point

out the old age assistance benefits in the social security act. Few men engaged in war work, he stated, are familiar with the amounts payable at death to the wife and children under the social security act. Few wives know that income will stop when the youngest child has reached the age of 18 and will not be resumed again until age 65, provided the worker is in a covered classification.

The situation calls for a package sale as distinct from a modified or elaborate programming plan. The type of contract either lies between a family income or retirement income contract, both adaptable for working in with the social security program.

Modest Amount

The amount should be modest, since the prospect has been accustomed to industrial insurance in most cases and the amount suggested should not exceed \$5,000. Otherwise, the agent will scare the prospect away from purchasing any type of contract. It may be possible to sell a \$10,000 policy, but the chances are better if the prospect is approached on a package basis. When the first policy has been paid for, it is then well enough to suggest the issuance of an additional \$5,000 policy.

After making the sale, the agent should ask the man for the names of his "buddies" in the plant. A cardinal rule in selling the war worker prospect is to "place your mind in his body" and see what you can do for him. The agent should develop a knack of carrying a punch into his interview and cultivate blind perseverance—"never give up," he said. The agent should keep in mind that every human heart is a reservoir of privations and experiences which it believes it alone is carrying.

Must Use Emotion

Most definitely, he said, the agent must use emotion in selling. All the logic and reasoning in the world will not convince the prospect of the need for accumulating money and it is only natural for the

prospect to feel this way because in the immediate past he had to go through lean years. He now tends to buy everything and spend every bit of money he gets his hands on.

Another effective approach is to make a friend of the local druggist who will know certain types of families purchasing expensive cosmetics and perfumes who have not bought these articles previously. In the same category are delicatessen and stationery stores, which are generally gossip centers for the neighborhood.

Mr. Henderson emphasized that the war worker prospect is not interested in paid up and extended insurance values. The agent should use an emotional appeal heavily to close. He urged that the agent should get cash or a check with the application.

Immediate Examination

An attempt should be made to have the applicant examined immediately and secure from him three references with home addresses at his place of work, telling him that he is employed by a large organization and the credit company may have difficulty due to the war or police protection in inspecting him.

Mr. Henderson suggested that the agent should tell the prospect the time will arrive when he wants to ease up a bit from his work. "How many dollars a month do you want to enjoy above the ordinary expenses?" He should suggest such pleasures as fishing, boating, a chicken farm, etc. "Make your dollars do double duty," he says.

The agent should talk straight from the shoulder and use "the language of the yard. Get down to him and meet him on the same terms."

Speak only to him of monthly sums when talking family income. "Fifty dollars a month would mean a great deal to your wife and children should your earnings stop. It runs for 20 years if anything should happen immediately, and then your wife will have an income to live on the rest of her life afterwards."

When Mr. Henderson is prospecting in higher wage brackets he endeavors to get the names of persons employed in a war industry or one which is indirectly benefiting from war work. He recently made up a list of New York firms which are getting business through warwork. He is checking the list with business directories for the names of officers of the firms and he has also indicated the number of employees if the number is small. In the list are many firms which would ordinarily not be thought of in connection with war work. These included a blueprint company, a fig and date company, a silk company, a flag manufacturer, and a stationery firm.

He recently secured a brochure put out by a plastic manufacturer and from this has secured some promising names. Plastics is a new industry and a rapidly growing one in which there are apt to be many good prospective purchasers of life insurance.

Mr. Henderson uses the two interview method, the first being a fact finding interview and the second a presentation. In the first interview, whenever possible, he endeavors to obtain the following information: Name, home address, date of birth, wife's name, children's names, ages, approximate salary, amount of insurance, information about existing options, whether the prospect owns his home and the size of the mortgage, whether any children are expected, marriage date, and three references.

Mr. Henderson is a substantial producer. He has represented New England Mutual 15 years. He was educated in England and studied law at St. Lawrence University and life insurance at New York University. He served overseas during the world war.

ACCIDENT

Employer Can Change Group A.&H. Insurer at Will

The federal court for the southern district of Maine has given a decision against Boston Casualty which alleged that the Bath Iron Works, in switching its group A. & H. contract to Union Mutual Life from Boston Casualty and barring access of the latter's agents to its employees was wrongfully interfering with Boston Casualty's business.

The court dismissed the complaint. It held that the corporation was merely exercising its freedom to select the persons with whom it desired to do business and to recommend, in good faith, to its employees the person with whom it desired, or for any reason thought wise, that they should do business.

Boston Casualty had built up a considerable business with employees of the corporation, with the latter's permission. To facilitate collection of premiums the plaintiff had an arrangement with the industrial concern whereby, at the request of insured employees, premiums due Boston Casualty were deducted from pay checks and paid directly by the employer to the insurer. This arrangement had continued for some years when it was discontinued by the defendant, which then made a similar arrangement with Union Mutual, of which company the president of the Bath Iron Works was a director.

In deducting and paying employee premiums lists of employee names, policies and amounts due were furnished the defendant by the plaintiff. It is alleged that these lists were furnished "in confidence."

In both cases, the court points out, the service rendered by the defendant in collection of premiums was gratuitous and not based on any contract. Boston Casualty charged that agents of Union Mutual were permitted to solicit insurance in the plant to the exclusion of agents of Boston Casualty, and that Union Mutual agents made use of the lists of insured employees furnished the defendant by the plaintiff. This was a "violation of confidence" and caused the plaintiff irreparable damage, it alleged. By furnishing lists and by suggestions to its employees and otherwise Bath Iron Works favored Union Mutual at the expense of Boston Casualty, the company charged, and this constituted pressure on employees to act as they otherwise might not, and unlawfully interfere with the plaintiff's business.

The court concluded that the facts alleged do not necessarily show a purpose intentionally to injure the plaintiff in its business. A more reasonable interpretation is that the Bath Iron Works, having for some time favored Boston Casualty, for reasons best known to itself decided to favor Union Mutual instead. It might have made the change for any one of several legitimate reasons; that it considered Union Mutual policy more advantageous to policyholders; that it preferred to do business with a local concern; that its management desired to

favor the local company for any business reason. The defendant had no contract with the plaintiff and was at liberty to transfer its favor to another insurance company at will.

The court held that lists of the defendant's own employees were not trade secrets, nor, under the circumstances, were they secrets at all. The defendant, in deducting the premiums, necessarily knew the amounts and the names of its insured employees. Boston Casualty could not create a proprietary right in the names by calling the list confidential, nor thus create a binding obligation on the defendant who was acting in the matter only gratuitously and for the benefit of the plaintiff. The information was nothing more than was readily available to the other insurance company through its canvassers for business.

The grievance of the plaintiff seems to be that special favors are granted in permitting agents of the Union Mutual access to the plant and employees while prohibiting agents of Boston Casualty to solicit accident and health business in the plant. However, the court stated, Boston Casualty on the facts alleged did not acquire any right to do business in the defendant's plant, nor is there any reason why the defendant should not give the other company such right as it pleased.

National A. & H. Association Winter Meeting Called Off

The winter meeting of the National Association of Accident & Health Underwriters, tentatively scheduled for Chicago Jan. 18-19, has been called off on account of the transportation situation.

A meeting of the National association executive board will be held at the Hotel LaSalle, Chicago, Jan. 19, and all association members who can possibly do so are invited to attend that meeting.

Cordial Welcome to O'Connor

The cocktail party given at the Union League Club in Chicago by executives of Chicago accident and health companies for E. H. O'Connor, executive director of the Insurance Economics Society, served officially to welcome Mr. O'Connor to the city. Before taking his new position Mr. O'Connor was agency director of the accident and health division of Provident Life & Accident. C. O. Pauley, secretary of Great Northern Life and president of the Insurance Economics Society, proposed a toast to Mr. O'Connor. The latter in responding stated that it is important to mobilize sentiment in the insurance business against surrendering to such things as the Beveridge plan and foreign ideologies.

Metropolitan Life Makes Several New Appointments

(CONTINUED FROM PAGE 3)

Mr. Brady was graduated from the College of the City of New York in 1919. A student of mathematical and insurance subjects in college, he was appointed a clerk in the actuarial division in 1921 and, four years later became section head of the ordinary settlement classification and valuation section. In 1928 Mr. Brady was made supervisor of ordinary actuarial sections and an assistant actuary. As such he was sent to the Canadian head office in 1930 to assume the additional title of assistant manager of that branch. Mr. Brady became a fellow of the Actuarial Society of America in 1925.

Mr. Schmidt, after having had experience with the Atlantic Refining Company, Bankers Trust Company of New York, and Nalray Corporation, analytical and research organization, joined Metropolitan in 1932 as a railroad investment analyst. A member of the executive committee of the board of the Chicago Great Western Railway, Mr. Schmidt also is associated with several bondholders' groups which are now ac-

tively engaged in railroad reorganizations.

Mr. Stanley was graduated from Yale after service as an army pilot in the former war, where he was wounded in action. For the past seven years he has been in the investment department. He has had wide financial training here and in Europe.

Mr. Stark was graduated from the College of the City of New York in 1921. He is a Phi Beta Kappa and attended Massachusetts Institute of Technology for a time. In 1925 he went with Metropolitan, serving for a time in the statistical division before being transferred to the actuarial division, in which he had advanced to general supervisor, group life and health and annuities and personal accident and health, actuarial division, when raised to official rank as assistant actuary. Mr. Stark is a fellow of the Actuarial Society and American Institute of Actuaries.

Mr. Siegfried's Career

Mr. Siegfried was graduated from Franklin & Marshall College. He is a Phi Beta Kappa. He obtained a permanent position with Metropolitan in 1930, after having spent two summers in the company's employ as a temporary clerk. After filling various posts, all in the actuarial division, Mr. Siegfried had held the position of manager of the ordinary policy contract bureau since 1936. Mr. Siegfried is a fellow of the Actuarial Society and an associate of the American Institute.

Mr. Barrett was graduated from Massachusetts Institute of Technology in 1916, received his M. A. degree at the business school of the University of Pennsylvania, and then took special courses at Harvard Business School. He joined Metropolitan in 1923 and had served exclusively in the policyholders service bureau, of which he was manager, when appointed as assistant secretary. During the former war Mr. Barrett served in the ordnance department of the army as first lieutenant.

Mr. Barrett is honorary secretary of the Massachusetts Institute of Technology, and member of the visiting committee of the departments of economics and social science of M. I. T.

Foosaner Reviews Revenue Act

NEWARK—Pointing to the elimination of the \$40,000 insurance exemption payable to named beneficiaries in the 1942 revenue act, Samuel J. Foosaner, Newark insurance lawyer, in addressing the Institute on Federal Taxation, stressed the importance of reviewing all estate plans.

Tracing the history of estate tax law, as it pertains to life insurance, he emphasized that the 1942 act only concerns estates of those dying after Oct. 21, 1942.

In conclusion he said the change in the law constitutes cause for every estate planner whose net estate might exceed \$60,000 (the total estate tax exemption now allowed under the law) to review his estate plan thoroughly if he is desirous of having his objectives carried out.

Vice-president H. B. Wickes of Security Mutual Life of Binghamton has been appointed co-chairman of his county war savings committee.

PROPERTY MANAGEMENT

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Phil Braniff Eyes the Average Man's Chief Qualities

Phil Braniff, who is author of the weekly "Ins-In-Erator" of Insurers Indemnity of Tulsa, got off for this week's edition a most entertaining characterization of the average man.

"The most interesting person in the world is the average man," he writes. "The average man is 39 around the chest, 40 around the waist, 96 around the golf course and a nuisance around home. He gets up first in the morning, is second at the morning newspaper, third in the bathroom and practically misses the bus to town. He wears a conventional gray or brown suit with a white shirt but always thought he'd be at his best in a checkered suit with a dark flannel shirt and a bright red tie. He passes up the French fried potatoes and the hot rolls at lunch and then eats mince pie and hot sauce to bridge the gap. He can hit two quail out of five tries, catches an occasional fish, plays poker once a month, opens with a large pair, bluffs when he is winner and doesn't like conversation when he is loser.

"He complains about taxes, shortage of labor, rationing and politics. He has a favorite football team but will take the other team and 14 points. He drinks three cups of coffee per day, has bacon four days per week, likes his toast hot and is always going to clean out the garage some Saturday afternoon.

"He has three false teeth, five fillings, a small cavity and needs a hair cut. He shaves once a day with an extra thrown in on appropriate occasions. He contributes regularly to the support of his pastor, congressman, poker friends and many others who are not mentioned on his income tax return. He takes reducing exercises regularly three days in a row sometimes and holds his stomach in when people look like they are about to tell him he is getting fat.

"He wears the ties people give him for Christmas and knows some stories about the same color. He can't remember much about The Lady of The Lake or Julius Caesar but can do a rendition of The Face on the Barroom Floor. He reads mystery stories and doesn't peek into the back of the book to see how they come out. He likes certain pictures no matter who painted them and couldn't tell you for the life of him what Mrs. Soandso wore at the dance. He needs a new suit of dinner clothes and there is a rip in his hunting coat. He is supposed to live to be 74, had pains at 22, should have been shot at 30 and feels fine at 48. He has sparrows in the attic, termites in the flooring, mice in the pantry and coffee in the basement. He's going to buy a small farm some day, just outside of town, and live there—and do part of the farm work personally. He's too old to join the army, too young to enjoy social security and too lazy to exercise down to correct weight. You meet him every day, at the bank, in the store, in the office, in front of the mirror and on the street. He's a regular guy. You really ought to know him better.

"P. S. He's a regular customer wherever they sell war stamps and bonds."

Life Agents in Charity Campaign

CINCINNATI — Philip C. Bake, manager of Phoenix Mutual Life and a director of the Cincinnati Life Underwriters Association, will in the coming war chest campaign head Team W-1, consisting of life agents who will solicit in the downtown area. Thomas Strange, manager of Ohio State Life, is co-chairman; W. Henry Blohm, general agent of Provident Mutual, will be in charge of agency solicitation, and J. S. Drewry, general agent Mutual Benefit Life, will head the special gifts division. The campaign begins Jan. 25. The life agents team will have a breakfast that morning with Arthur Reilly, WLW announcer, as speaker.

Loans
ON
LIFE RENEWALS
SELF-LIQUIDATING
UP TO THREE YEAR MATURITY
\$4.00
PER HUNDRED PER YEAR
WRITE TO DEPT. C

Life Underwriters Credit Corporation
NORTHWESTERN BANK BLDG., MINNEAPOLIS, MINNESOTA

**WAR BOND PAYROLL SAVINGS
ROLL OF HONOR**

Plan With One Member or More Employees Whose Workers Are Saving at Least 10 Percent of the Gross Payroll in War Savings Bonds Through the Payroll Savings Plan.

The eyes of all America are upon the United States Treasury Roll of Honor appearing in the "Payroll Savings News." For copy write War Savings Staff, Treasury Department, Washington, D. C.

**NEW 10% WAR BOND DRIVES
SWELL TREASURY HONOR ROLL**

HOW TO "TOP THAT 10% BY NEW YEAR'S"

Out of the 13 labor-management conferences sponsored by the National Committee for Payroll Savings and conducted by the Treasury Department throughout the Nation has come this formula for reaching the 10% of gross payroll War Bond objective:

1. **Decide to get 10%.**
It has been the Treasury experience wherever management and labor have gotten together and decided the job could be done, the job was done.
2. **Get a committee of labor and management to work out details for solicitation.**
 - a. They, in turn, will appoint captain-leaders or chairmen who will be responsible for actual solicitation of no more than 10 workers.
 - b. A card should be prepared for each and every worker with his name on it.
 - c. An estimate should be made of the possible amount each worker can set aside so that an "over-all" of 10% is achieved. Some may not be able to set aside 10%, others can save more.
3. **Set aside a date to start the drive.**
4. **There should be little or no time between the announcement of the drive and the drive itself.**
The drive should last not over 1 week.
5. The opening of the drive may be through a talk, a rally, or just a plain announcement in each department.
6. Schedule competition between departments; show progress charts daily.
7. Set as a goal the Treasury flag with a "T."

AS of today, more than 20,000 firms of all sizes have reached the "Honor Roll" goal of at least 10% of the gross payroll in War Bonds. This is a glorious testimony to the voluntary American way of facing emergencies.

But there is still more to be done. By January 1st, 1943, the Treasury hopes to raise participation from the present total of around 20,000,000 employees investing an average of 8% of earnings to over 30,000,000 investing an average of at least 10% of earnings in War Bonds.

You are urged to set your own sights accordingly and to do all in your power to start the new year on the Roll of Honor, to give War Bonds for bonuses, and to purchase up to the limit, both personally and as a company, of Series F and G Bonds. (Remember that the new limitation of purchases of F and G Bonds in any one calendar year has been increased from \$50,000 to \$100,000.)

TIME IS SHORT. Our country is counting on you to—

**"TOP THAT 10%
BY NEW YEAR'S"**



Save with
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Revised **1942** Edition

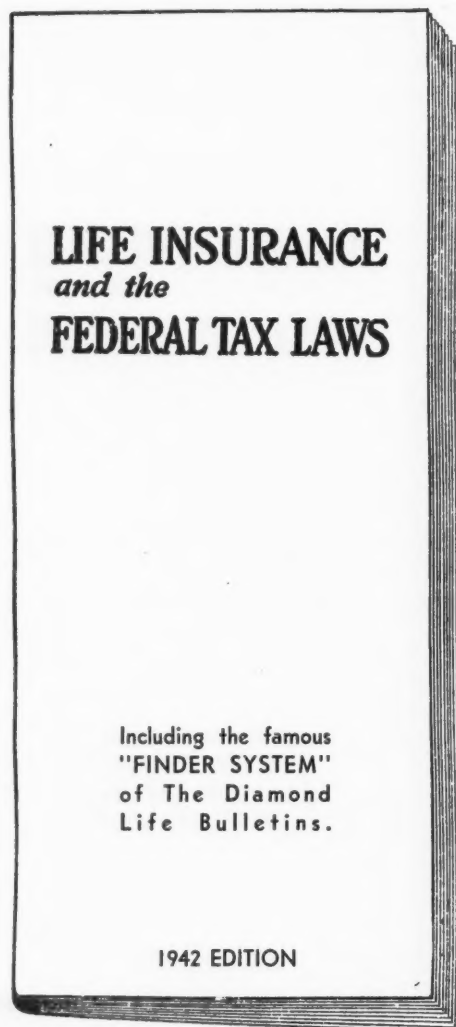
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2. A series of numbered questions and answers indicating in a paragraph the answer to your problem after you have located the problem in the Index. Each item in the Alphabetical Index refers to a specific numbered question and its answer.
3. Under each answer to every question are exact page references to the Tax Volume of the D. L. B. Sales Service where the pertinent text of the Law, Treasury Regulations, Rulings and Court Decisions bearing upon the particular question may be found.

Advantages of this System:

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2. If, on the other hand, the Underwriter wishes further information he will find references to exactly the section of the Code or Regulations or to court decisions, enabling him to substantiate by authorities the answer to every question given in this booklet.

Uses of the booklet:

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4. As a means of building prestige for yourself as an expert Underwriter.
5. As a good will gift to bankers, trust officers, attorneys, C.P.A.'s and prospects or clients.
6. As a guide for agency review on Tax Insurance problems.

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